

## NEA EARLY ENROLLMENT MEMBERSHIP INCENTIVE PLAN: RECRUITING TOOLS

Here are some features of the *Plan* to highlight in enrolling **first-time Active** and **new Student Program** recruits.

### A. **Powerful Incentive**

1. **No Cost.** Between **April 1 and August 31, 2019**, the *NEA Early Enrollment Membership Incentive Plan* offers eligible recruits no-cost access as “Insureds” in the NEA Educators Employment Liability (EEL) Program and access to select NEA Member Benefits programs.

Without the *NEA Early Enrollment Membership Incentive Plan*, first-time Active members who sign up prior to September 1, 2019 would have to pay prorated NEA dues to receive these membership benefits for the time prior to September 1, 2019. (NEA Bylaw 2-7).

2. **Limited Eligibility.** Early enrollment is limited to recruits for the 2019-20 membership year who are either:

- a. Individuals who sign up and pledge to pay unified Active membership dues as a first-time Active member beginning September 1, 2019 or
- b. New NEA Student Program recruits who sign up and fully pay NEA Student Program dues for the 2019-20 membership year at the time of enrollment.

For all purposes, *including membership counts and governance representation*, early enrollees are non-members until the membership year begins on September 1, 2019.

### B. **Additional Benefits**

Early enrollees have access to an array of NEA Member Benefits programs. Please note that first-time Active early enrollees are not eligible to participate in the NEA Complimentary Life and Introductory Life Insurance programs until their memberships are fully activated in September 2019.

For a comprehensive look at all the programs and services NEA Member Benefits offers early enrollees, visit [www.neamb.com/earlyenrollee](http://www.neamb.com/earlyenrollee).

### C. **Start Date for Benefits**

Access to NEA EEL Program benefits will begin **no earlier than April 1, 2019**. The Early Enrollment date is the date that the individual signs the state affiliate’s early enrollment form and the accompanying authorization form for payment of his or her 2019-20 dues commitment **OR** April 1, if forms are signed on March 31 or earlier.

**Important Note:** Before early enrollees will be granted access to qualified NEA Member Benefits programs, the state affiliate must **first** process the early enrollment forms and add new enrollees to the affiliate membership database.