

Local: _____

Number of members: _____

Number of Potential members: _____

Membership Increase Goal: _____

Year-Round Membership Guide

www.nsea.org/YearRoundMembership

PHASE 1: Back to School

PHASE 2: Fall Enrollment

PHASE 3: Membership Outreach

June	July	August	September	October	November
<input type="checkbox"/> Acquire new employee list (Anyone in the bargaining unit)	<input type="checkbox"/> Acquire new employee list (Anyone in the bargaining unit)	<input type="checkbox"/> New teacher orientation events	<input type="checkbox"/> Follow up with new hires regarding membership	<input type="checkbox"/> Follow up with new hires regarding membership	<input type="checkbox"/> Local leaders and member organizers continue one-on-one conversations with potential members
<input type="checkbox"/> Plan a pre-NEO (New Educator Outreach) outreach event for new employees	<input type="checkbox"/> Plan a pre-NEO (New Educator Outreach) outreach event for new employees	<input type="checkbox"/> Educator interest cards collected (hard copy or online)	<input type="checkbox"/> Begin planning engagement activity/event using educator interest card data	<input type="checkbox"/> Local leaders and member organizers continue one-on-one conversations with potential members	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online
<input type="checkbox"/> Train local leaders and member organizers	<input type="checkbox"/> Train local leaders and member organizers	<input type="checkbox"/> Local leaders contact new hires	<input type="checkbox"/> Locals with member organizers continue one-on-one conversations	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online	<input type="checkbox"/> Host engagement activity/event using educator interest card data
<input type="checkbox"/> Engage with potential members before New Hire Orientation	<input type="checkbox"/> Begin planning membership campaign for next year. Don't forget to include your goal!	<input type="checkbox"/> Membership forms submitted from new hires	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online	<input type="checkbox"/> Host engagement activity/event using educator interest card data	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.
<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards	<input type="checkbox"/> Member organizers identified in key locals	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.
<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Member organizer training is ongoing	<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Ask potential members to join
<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.

PHASE 3: Continued

PHASE 4: Just One Campaign

PHASE 5: Early Enrollment

December	January	February	March	April	May
<input type="checkbox"/> Local leaders and member organizers continue one-on-one conversations with potential members	<input type="checkbox"/> Follow up with new hires regarding membership	<input type="checkbox"/> "Just 1 Campaign" continues	<input type="checkbox"/> MEMBERSHIP CLOSED	<input type="checkbox"/> "Early Enrollment Campaign" begins	<input type="checkbox"/> "Early Enrollment Campaign"
<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online	<input type="checkbox"/> Locals begin "Just 1 Campaign"	<input type="checkbox"/> Host engagement activity/event for members	<input type="checkbox"/> Remind new hires/members who were previous Aspiring Educators members to turn in their rebate forms to NSEA and NEA by the deadline.	<input type="checkbox"/> Remind new hires/members who were previous Aspiring Educators members to turn in their their rebate forms to NSEA and NEA by the deadline.	<input type="checkbox"/> Remind new hires/members who were previous Aspiring Educators members to turn in their their rebate forms to NSEA and NEA by the deadline.
<input type="checkbox"/> Host engagement activity/event using educator interest card data	<input type="checkbox"/> Review potential member list	<input type="checkbox"/> Local leaders and member organizers continue one-on-one conversations with potential members	<input type="checkbox"/> Train leaders and member organizers for "Early Enrollment Campaign"	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Acquire new employee list (Anyone in the bargaining unit)
<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Local leaders & member organizers continue one-on-one conversations with potential members	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Plan a pre-NEO (New Educator Outreach) outreach event for new employees
<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.
	<input type="checkbox"/> Locals use data collected from educator interest card to begin planning engagement activity for members	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online			
	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.	<input type="checkbox"/> Local leaders complete one-on-one follow-up survey online			
	<input type="checkbox"/> Ask potential members to join	<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.			
		<input type="checkbox"/> Remind new hires/all staff to complete educator interest cards. Connect with OS for data.			
		<input type="checkbox"/> Ask potential members to join			



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June

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PHASE 3: Continued

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December

January

February

March

April

May