

Local: \_\_\_\_\_

Number of members: \_\_\_\_\_

Number of Potential members: \_\_\_\_\_

Membership Increase Goal: \_\_\_\_\_

# Year-Round Membership Guide

[www.nsea.org/YearRoundMembership](http://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"/> Local leaders and member organizers continue one-on-one conversations with potential members	<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 complete one-on-one follow-up survey online	<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"/> Host engagement activity/event using educator interest card data	<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"/> 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	<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"/> Ask potential members to join	<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"/> Member organizer training is ongoing	<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.			

## 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"/> Locals begin "Just 1 Campaign"	<input type="checkbox"/> "Just 1 Campaign" continues	<input type="checkbox"/> <b>MEMBERSHIP CLOSED</b>	<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"/> Review potential member list	<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 NEA by May 15	<input type="checkbox"/> Remind new hires/members who were previous Aspiring Educators members to turn in their rebate forms to NEA by May 15	<input type="checkbox"/> Remind new hires/members who were previous Aspiring Educators members to turn in their rebate forms to NEA by May 15
<input type="checkbox"/> Host 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 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 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"/> 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"/> Locals use data collected from educator interest card to begin planning engagement activity for members	<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"/> Ask potential members to join				



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