

VIRTUAL



Potential Membership Engagement



STEP 1

Acquire lists: Locals will work with NSEA organizational specialists and district administrators to acquire district new hire lists, accurate employee lists and non-certified staff lists.

Third touch: Follow up after the virtual engagement event. Member organizers should call or text potentials.

STEP 6

Second touch: Host a Virtual Engagement event using the guidelines found below. Allow at least 25 minutes in the breakout rooms.

STEP 5

STEP 2

Select targets: Use the lists to help identify where to best target potential members. Who do you want to reach out to? What buildings have the highest concentration of potential members, certified or ESP?

STEP 3

First touch: Have member organizers reach out via phone, text or email to introduce themselves to potential members and invite them to a virtual engagement event.

Train member organizers: Trainings should focus on 1:1 conversations, making the "ask" for membership, and when to follow up. Practice Zoom screen sharing, breakout rooms, poll set up and chat monitoring.

STEP 4

VIRTUAL ENGAGEMENT GUIDELINES

- In the Zoom waiting room:** As potential members enter the waiting room, send a message with a link to the New Ed card. Link: www.nsea.org/2020NewEd
 - Include NSEA organizational specialist's information.
 - Ask them to complete the form for an incentive.
- In the chat:** Once potential members enter the Zoom, have a screen with an ice breaker question, for example: "What is one thing you are excited about this year?"
- Add a visual component:** Show a video or create a PowerPoint slideshow to give a quick overview of NSEA and the local association.
- In the breakout rooms:** Allow at least 25 minutes in the breakout rooms. Have member organizers ask potential members to answer a few questions to get to know them and their interests.
 - Member organizers should follow the 80/20 rule.
 - Member organizers should share a story about themselves and their experiences with the association.
- Membership ask:** Member organizers should invite potential members to belong. Post the membership form link in the chat. Link: www.nsea.org/JoinNow
 - Example: "I am going to put the link to the membership form in the chat. You must first download the form before you can complete. Please take a few minutes to complete the form now – and if you have questions, please let me know."
 - Offer an incentive for filling out the membership form today! (Example: Those who join today will receive a \$20 gift card to Amazon.)
- Follow up after the Virtual Engagement event:** Member organizers should call or text potential members to follow up. For example:
 - If the potential member has joined: "Hi, [potential member]! This is [member organizer's name] from [local] EA. Thank you for joining! Welcome to NSEA. Please reach out if you have any questions."
 - If the potential member has not yet joined: "Hi [potential member]! This is [member organizer's name] from [local] EA. I just wanted to follow up with you after our virtual outreach. Do you have any questions?"
 - Restate the reasons membership is so important. If possible, invite the potential member to a follow-up event (webinar, virtual meeting.)

Online Engagement

- **Karaoke Night:** Use Zoom or other free social video websites to allow participants to watch videos in sync with others. This way, everybody in your karaoke group can watch the same YouTube lyric videos at the same time.
- **Virtual Trivia:** Encourage members to invite a non-member to a Zoom Trivia. Choose a trivia theme of your choice and offer prize drawings.
- **Virtual Scavenger Hunt:** Create a list of fun scavenger items. Pick random items that members and potential members might have at their homes, ranging from very common to super uncommon. Set a timer and give points based on how quickly they return to camera with the item.
- **Open Mic Night:** Host an Open Mic Night on Zoom. Participants can tell jokes or read a poem or play an instrument. If you don't have enough interest from your members on participating at the mic, see if there is a local comedian or musician that could be hired to host the virtual comedy night.

Member Organizing

- **Live Q + A Panel:** Members can host sessions on a variety of topics like member benefits or a panel with table team members on negotiations.
- **Send a Postcard:** Members organize an event to write postcards to send to potential members.
- **Food/Clothing Drive:** Members collaborate with a local charity and engage with potential member participants.
- **Virtual Staff Party Contest:** Host a contest for the local education association with the prize being virtual staff party for a building. Winner will be sent kits for each staff member to take home. Possible Ideas: Ingredients to make a beverage, supplies to decorate a gingerbread house, a craft or snack.
- **Virtual Ugly Sweater Contest:** Ugly sweaters or a most festive virtual Zoom background contest. Invite the entire staff as a membership opportunity. Invite spouses to participate just like you would for a regular staff party. Play virtual games or trivia and music!
- **Social Media Engagement:** To grab attention, posts can include a picture, gif, graphic or share a memory. Offer a random gift card drawing to everyone that posts!

Food & Drink Events

- **Breakfast in a Bag:** Using a food cart, members deliver breakfast in a bag to potential members.
- **Tea & Talk Zoom:** Deliver tea, lemon and honey to members and potential members prior to the Zoom meeting.
- **Virtual Cooking Class:** Ask a local chef to host a virtual cooking class. Send a list of ingredients out ahead of time and everyone cooks together.
- **Drive-thru Coffee and Donuts Event:** Members act as baristas to give out coffee to members and potential members.
- **Food Truck Event:** Hire a local food truck to provide lunch to members and potential members.
- **Drive-thru Chili Event:** Members deliver chili in a drive-thru event.
- **Dinner Drop-off:** Prior to a Zoom event, have local leaders deliver food to the homes of potential members.
- **Mix and Mingle:** Deliver the ingredients for a cocktail (minus the alcohol) ahead of time and host a virtual cocktail hour where a virtual bartender will show participants how to make the drink.