

LOCAL ASSOCIATION GUIDE TO MEMBERSHIP & ENGAGEMENT

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INTRODUCTION

MEMBERSHIP & ENGAGEMENT TOOLKIT



The purpose of this toolkit is to help local associations grow their membership so, together, we can fulfill our mission to work and educate students in the schools they deserve.

Having a strong membership plan, with engaged local associations, helps build active members who are ready to engage in collective action that benefits us all.

This toolkit will help you and your association along your membership path, from start to finish--everything from finding a membership chair to developing an early enrollment campaign to the "reach goal" of developing union ambassadors.

A solid membership and engagement plan will improve your local association, and this toolkit gives you EVERYTHING you need to get started today!



LOCAL ASSOCIATION

LOCAL SELF ASSESSMENT



The Local Association Self-Assessment was designed to help local associations identify areas of strength and opportunity in their year-round and back-to-school membership and engagement campaigns. Consider using your results to assess local needs around the five key strategies develop and implement plans that build a framework for a year-round strategy focused on membership growth.

	1	2	3	4
<u>Goal #1:</u> <u>Membership Team</u>	Membership chair named. Chair manages new hire outreach and paperwork.	Membership chair works with building reps in some buildings to engage in membership conversations.	Every building has a designated representative who reaches out to new hires to make a 1-on-1 invitation to join.	Most or all members actively engage in outreach and recruiting, and work in concert with building reps and the membership chair to invite new members to belong.
<u>Goal #2:</u> <u>New Hire Mentoring</u>	Association makes membership forms and information available to new hires.	Association greets all new hires at a district new employee event.	Association conducts a building-specific orientation to welcome new and returning members.	Association runs a building-specific orientation to new and returning members, and/or assigns an association-designated mentor to every new hire.
<u>Goal #3:</u> <u>New Educator Outreach Events</u>	Association does not yet engage/is not yet aware of MEA sponsored new educator events.	Association is aware of MEA-sponsored new educator events.	Association regularly updates new hires regarding MEA-sponsored new educator events.	Association engages new hires in dialogue in order to tailor local association events to their needs. Updates about MEA sponsored events are shared regularly.
<u>Goal #4:</u> <u>Early Enrollment</u>	Association has not yet engaged in Early Enrollment, or is not familiar with the program.	Association has engaged in Early Enrollment, asks some potential members to join.	Association annually engages in Early Enrollment, asks many potential members to join.	Association annually engages in Early Enrollment, and develops a plan to reach out to all or nearly all potential members to join.
<u>Goal #5:</u> <u>Union Ambassadors</u>	Association has not had the chance to engage with MEA Union Ambassadors.	Association makes occasional contact with regional MEA Union Ambassadors.	Association works with active MEA Union Ambassadors to engage new members in the local.	Association actively scouts for and recruits a local Union Ambassador annually.



**SCAN HERE
TO ACCESS THIS MEMBERSHIP TOOLKIT ONLINE**

Or visit:

maineea.org/membershiptoolkit

LOCAL ASSOCIATION MEMBERSHIP PLAN FORM 2024-25



Local Association:

How many potential members in your association?

Anticipated number of new hires?

Member Campaign Team:

Who are they and what will their role be? (goal 1)

Chair:

Team members:

Goals:

Timeline

Early Enrollment (April-June)

What is your plan to make sure that all potential members are asked to join through early enrollment? Who will do what? (goal 4)

Summer Recruitment (July-mid August)

How will you utilize new hire lists to reach out to new hires and potential members during the summer? What will that outreach look like? (goal 2)

LOCAL ASSOCIATION MEMBERSHIP PLAN FORM 2024-25



Timeline

Back to School (August-November)

What is your plan for new employee orientations/new hire events? Who will be there? How will you make it interactive and engaging? How will you highlight the successes of the association? How will you make sure that all potential members are asked to join? (goal 2 and 3)

What will you do to welcome and incorporate new educators into the profession and the union? (goal 3)

How will you follow up with potential members who did not join after the first ask? (goal 1, 2, 3, 4, 5)

Winter Recruitment (December-March)

What is your plan to follow up with potential members? (goal 1, 2, 3, 4, 5)

Union Ambassadors

Is there someone in your local association that would make a great ambassador? Who?

NOTES SECTION



Have an idea? Don't forget it!

Type or write it down now in the space below. 📌📌📌

GOAL #1: MEMBERSHIP TEAM



Yeah! You've decided to engage in Goal #1 of your Union's Local Association Guide. This is a great choice! Having a strong team that focuses on increasing membership will greatly impact your local's ability to create the schools staff deserve to work in and students deserve to learn in.

Before you begin any step of this goal make sure you can check off all the items below:

Checklist

Did you get a list of new hires from your UniServ Director or UniServ Assistant?

Did you check your bylaws to determine if there is a specific process that must be followed to create a membership chair position, if you're naming someone as part of your plan?

Do you know your current union dues broken out per pay period? (you will need to be able to answer questions about where dues dollars go)?

Resources to help you achieve your goals:

[Membership Chair Job Description](#)

[Answering Tough Questions During a Membership Ask](#)

[Building Representative Job Description](#)

[Other Helpful Membership Flyers](#)

[6 Fun Ways to Recruit New Members and Bring Attention to the Union](#)



Membership Chair Job Description

The local association **membership chair** works with the membership committee to plan the annual membership drive. The membership chair, along with the entire committee, is responsible for creating and implementing a membership plan, promoting membership throughout the year, including during early enrollment when membership is free. In addition, the chair will provide membership reports at local union meetings, and ensure all applications are properly processed with the local district.

Developing and Implementing the Membership Plan

With the membership committee:

- Set attainable membership goals for the year
- Create a year-long calendar of membership events to engage members in the Union, use discretion in choosing when to invite non-members to these events to help them understand the value of the union
- Set deadlines for key items, like initial first membership “ask”, early enrollment membership “ask”, etc.
- Use the resources in this toolkit to help you attract new members and retain existing members

REMEMBER:

YOU DO NOT NEED TO ASK EXISTING MEMBERS IF THEY WANT TO REMAIN MEMBERS. MEMBERSHIP IS CONTINUOUS IF THE MEMBER WORKED IN THE SAME DISTRICT THE PREVIOUS YEAR.



Ongoing Responsibilities

- Make sure all potential members are approached and asked to join the association
- Give regular membership reports at local union meetings
- Maintain a list of members, updating as new members are enrolled. Provide copies of membership roster to the local association leadership and your UniServ Assistant
- Promote current member benefits to give added value of Union membership. You can access these benefits through your MEA representative



Building Representative Job Description

Building Representatives (BRs) are key to a local association’s internal communication system making sure members and local leaders receive information on a regular basis. BRs are also the initial advocate for members in the building.

Successful building representatives during a membership campaign work with the membership chair and membership committee to:

- Work with the membership chair on the building membership recruitment plan including creating a plan and team of members to have one-on-one conversations with every potential member
- Educate non-members on their rights, benefits and supports provided to them by being a union member
- Maintain an active, up-to-date list of members and non-members in the building. This list is referred to as the “roster” and must be turned in to your membership chair, and your MEA UniServ Assistant

Use this Calendar Checklist to help you plan out your involvement in the membership plan

- **March-August:** Plan for and work with leaders on back-to-school membership and new employee orientation engagement
- **September-October:** With the help of the membership committee members in your building, ask all non-members to join by engaging in conversations to learn more about each non-member and their interests
- **September-October:** Check with all existing members to ensure their addresses and contact info is correct on your roster, correct errors, and update information
- **By October 15th:** Turn in your roster, with all changes, to your local MEA office. The roster should go directly to your UniServ Assistant. ([numbers and offices on back page.](#))
- **March:** Work with leaders on an early enrollment membership plan
- **On April 1st and through end of the year:** Identify employees who are not yet members and ask them to join during early enrollment (no dues are paid until September 1st of the following school year.



**SCAN HERE
FOR MORE
INFORMATION ON EARLY
ENROLLMENT**

Or visit:

maineea.org/early-enrollment



6 FUN Ways to Recruit New Members and Bring Attention to the Union

There are many things you can do to attract new members. People join organizations for many reasons: they want to get involved, meet people, learn how to advocate for their students and increase their voice. The Union always needs new members because they bring new ideas and talents, in addition to replacing members who have resigned or retired.

Below are some approaches you can use to help grow your local association:

1. Host a “Get to know your Union Breakfast”

Share bagels and benefits of belonging and end the breakfast with an “ask” to join. Always have membership forms printed and pre-filled out to make it easier for new people to sign up.

2. Have a reward program

People are often motivated by competition, so as an incentive have a reward program for those who recruit new members. Create a friendly competition, complete with prizes, for the existing members who get the most members to join.

3. Display a thermometer

In each worksite, display a thermometer that shows progress towards your local association's membership goal.

4. Develop a "welcome" letter

Have the local association send each new hire a welcome letter/email. Having an initial point of contact from the Union to potential members sends a strong message of the union's presence in the local and gives a new hire an immediate point of contact if they have questions or need help. Feel free to use the sample letter as your guide.

5. Recognize new members

It's critical to keep new members in the loop of your Union activities, and to make them feel like they belong. Recognize these new members in your local newsletters/emails.

6. Pass out M & M candy

Remind members that "Membership Matters" and that we need "More Members." Everyone loves candy! Make this a fun one, and sign members up as you go along!

Sample Welcome Letter for New Hires

Dear _____,

Welcome to the _____ School District, where you will make a difference in the lives of students every day. The [local Association] is driven by dedicated educators, just like you, who advocate for students, the profession, our classrooms and our community.

With the [local Association], you're never on your own. When you join us, you are also a member of the Maine Education Association and the National Education Association, where 3 million educators across the country share your passion for public education.

As trusted professionals, educators are best equipped to make school and classroom decisions to ensure student success. It's our mission to ensure educators have a seat at the table. As members of the Association, we have a powerful voice in creating education policies that enrich the lives of the students. Being an educator isn't a job, it's a calling. It's also personally rewarding and professionally demanding. That's why the Association strives to provide you with the support you need to be great at what you do.

Finally, if you just joined, welcome to our union! If you haven't joined yet, you can get a membership form from your building's union representative _____, email me for a copy, or go to maineea.org/join.

Join Today!
Sincerely,
Jill Doe
First Vice-President for Membership,
Anytown Education Association
English, Haller Middle School
Email@hotmail.com



GOAL #1: MEMBERSHIP TEAM



Answering Tough Questions During a Membership Ask

Asking someone to spend money on anything is not an easy task. There are some ways to help make that membership ask. A simple process to follow is to first: Affirm: Let them know you're listening, you understand, and their feelings are valid.

The second step is: Answer: Give a truthful, concise answer to the question. Do not be evasive or your entire message will be lost. If you don't know the answer, don't guess. Tell them you'll find out and get back to them. Make sure you follow through, to maintain trust.

The third step to dealing with a tough question is: Redirect: Once you've answered the question, don't get bogged down in too much back-and-forth about it. Instead, be ready with a question that brings the conversation back to your message.

Below are some simple answers to tough questions. You can use these or other answers you feel are more appropriate, but follow the process of affirm, answer and redirect.

QUESTIONS	AFFIRM	ANSWER	REDIRECT
Dues Costs: "I don't think it is worth being involved with the union because dues are so expensive."	I can understand why you would be concerned about dues.	The dues are _____ per pay period. The way our dues work is _____.	There are two ways that we get our power as a union. Money and people. The more members, the more power we have to get the things we need for our students and staff.
Free Riders: "Why do I have to join? Because I do get the benefits without paying for it."	I can understand why you would feel that way.	Currently, (% of members) of our colleagues pay dues to fund the bargaining of our contract.	As you know, we are trying to solve (insert issue here) this year and our association is working hard to make sure we are able to function as professionals in our work. Since we agree on that, we need everyone involved to win this fight. Will you join?
Bad/Lazy Workers: "I have heard that unions have members who are incredibly lazy or bad teachers. Why would I be involved with a union that is just going to protect bad educators?"	I can understand your concern.	A union can't protect anyone that is unable or unwilling to do their job. It is simply about having a fair set of rules that apply to everyone.	There is a process of handling those unable or unwilling to do their job. It is a distraction to talk about the union protecting lazy workers rather than the issues that concern us. (Specify an issue you have heard.)
Futility "Why should I be involved with the union? The union can't do anything about classroom size."	I can understand your concern. Classroom size can be a challenging issue to address.	In fact, union members have been able to get classroom size language into many of their contracts.	Right now that is a decision that is solely up to management. As a union if we fight together we can have a voice in decisions around classroom size. We deserve to be a part of the process.
Self-Interested: "I have heard that teacher unions care more about themselves than their students. I care about the kids, I'm not selfish."	I can understand your concern.	There have been years of attempts to discredit educators. Human beings sometimes make mistakes, but no teacher got into this profession for the fame or fortune.	Educators get involved in their unions because they do care and know that their working conditions affect the ability for their students to learn. When educators come together and act as a strong voice for public schools, they are able to push for things like more funding and adequate resources for struggling children.
Too Political/Liberal: "The association should stay out of politics. I'm a Republican, not a Democrat."	That's a completely valid feeling.	Because every decision about public schools is made by elected officials, we do endorse candidates and get involved in many political issues at the federal, state, and local level.	However, these decisions are made by members and any endorsement is based on a candidate's support of public education and educators. We also legally can't use member dues dollars for PACs and you are free to support whomever you think is best for education.

NOTES SECTION



Have an idea? Don't forget it!

Type or write it down now in the space below. 📌📌📌

GOAL #2: NEW HIRE MENTORING



Welcome to Goal 2! We're glad you've decided to reach out to potential members and share the value of the Union with them!

Before you begin any step of this goal make sure you can check off all the items below:

Checklist

Membership Forms? (Found in the appendix of this guide)

Membership Flyers (top ten reasons to join, side by side union benefits, etc-items can be found in the appendix of this guide)

New hire list, or have you made contact with your MEA representative to obtain a list?

A group of members who are willing to help with your membership plan?

Resources to help you achieve your goals:

[Identifying the People in Your Buildings](#)

[Association Designated Mentor](#)

[New Hire Orientation Introduction](#)

[Objective 1: Gain Access to New Hire Orientations](#)

[Objective 2: Build a Potential Member List](#)

[Objective 3: Prepare for Orientation Day](#)

[Objective 4: Debrief and Follow Up](#)

[New Hire Welcome Kit](#)



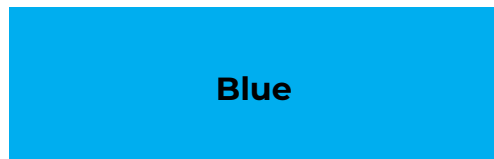
GOAL #2: NEW HIRE MENTORING



Identifying the People in Your Buildings

When you're trying to meet newly hired educators in your building/workplace, it's important to know physically where to find them, learn what they like and don't like, who they connect with and more. The greater the relationship you can build with a non-member the more likely they are to join. Giving a new hire a union mentor is also a good way to help potential members understand the value of the union. Making a physical map of your worksite with a detailed key, as it relates to new hires, will help you in this process. This is called Building Mapping, and here's how you do it!

Mapping is done by assigning each person in your building/worksite a color depending on what you know about them. The colors will help you see where to prioritize your conversations and relationship building.



Blue

- Current Members



Green

- Have said they'll join but never followed through
- May take one or two conversations
- Should be easy to sign up
- Very few of your potential members are in this category



Yellow

- New hires, unknowns, people who say dues are too high
- May take several conversations
- You will spend most of your time with this group building relationships
- Most potential members are in this category



Red

- These are those who have been vocal about not being a member and like to engage people in debates about the Union
- No need to try and convince them to join, it won't happen



GOAL #2: NEW HIRE MENTORING



Identifying the People in Your Buildings

Basic Building Mapping: Learning Who Works Where

STEPS

1. Obtain a complete copy of everyone who works in your building/worksite, add any names you don't see on the list
2. For each potential member, you should write down their job title under grade level/department
3. Then for each potential member, fill in the chart below to help you understand each member and non-member in your building/worksite.
4. Once you have written notes for each potential member, use color coding (refer to previous page) to highlight each potential member.
5. For each potential member, assign a current member who has a relationship with him/her so that they can be the point of contact for the potential member. This person is their Union mentor and will also serve as the person who will eventually ask them to join the Union.

Use the chart below to help you as a guide to building a list of information that will help guide your membership and engagement plans in your local.

Modify this chart: columns are as follows

School Name	Name	Member Type	Grade Level/ Dept.	Years in District	Asked to Join	Extra Curricular	Closest Colleague	Assigned Union Member
Purple School	Jane Doe	Potential Member						

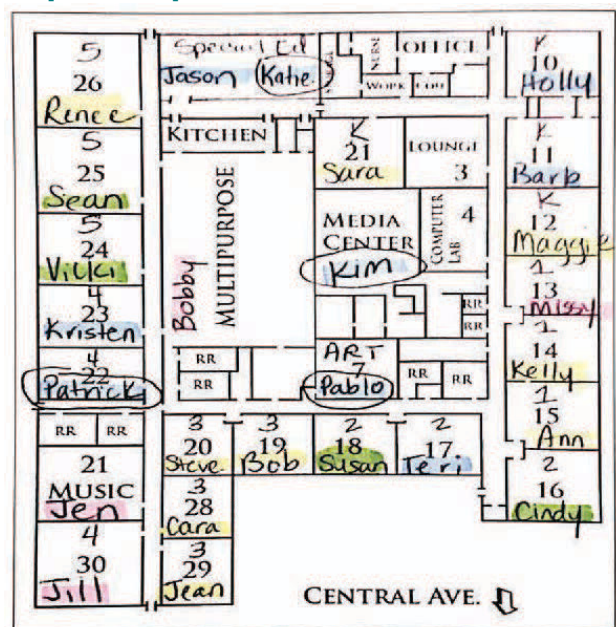
Mapping Reminders

- Rosters, maps, and charts should not be shared outside of those actively building the plan for membership (i.e. officers, UD's, membership chair, ARs).
- Mapping is only useful as long as it is accurate. Set aside 10-15 minutes each Union meeting to check the mapping data and update as needed. Talk about challenges and see if there are connections to why some have not joined. Do you notice a cluster of non-members in any given area? This is a spot to focus on. Pay attention to the color trends on the map, they will help you focus your work, and identify areas that need more attention.

KEY:

- **Blue Highlight** = members
- **Blue Highlight and circled** = member mentors
- **Green** = likely to join
- **Yellow** = new hires
- **Red** = anti-union

Map Example





GOAL #2: NEW HIRE MENTORING



Association Designated Mentor

Strong Union Mentors act as sounding boards.

While many voices critique employees during formal evaluations, mentors are able to offer the most valuable advice during their day-to-day reflection time with the mentee. The best mentors hear their mentees, offer guidance, ideas, and support, and ultimately, steer them toward success. They also help them laugh at their failures and move on.

Issues appropriate for a mentoring relationship could include:

- Professional development and career-related goals
- Work habits
- Interpersonal communications
- Acceptance of differences—cultural, ethnic, gender, language
- Conflict resolution
- Team building
- Any other issues the mentee may identify as needing support





GOAL #2: NEW HIRE MENTORING



Introduction to New Hire Orientations

Making a good first impression matters. Your Local Association has the legal right to meet with newly hired employees for at least 30 minutes, and the best time to do this is during back-to-school orientation.

New Educators never forget the friendly face on orientation day who made them feel welcomed. Make that face someone with the Union!

This guide offers step-by-step planning and some research-based best practices for putting together a successful orientation, either at the district or building level, that sets the stage for growing and strengthening the union.

- ✔ Objective 1: Gain Access to New Hire Orientations
- ✔ Objective 2: Build a Potential Member List
- ✔ Objective 3: Prepare for Orientation Day
- ✔ Objective 4: Debrief and Follow Up





GOAL #2: NEW HIRE MENTORING



Objective 1: Gain Access to New Hire Orientations

1. Work with the district or administration

Ask for time on the orientation agenda to give a presentation. Remember, you legally have this right.

2. Buy more time with breakfast or lunch

Some districts give more time to the Association at the orientation if a meal is provided.

3. Create your own orientation

Create your own union orientation and invite all new hires to join (See sample agenda on page 5.)

What if my school, campus or system leadership doesn't have an orientation for ESPs?

All employees deserve a helpful orientation – so make sure that includes ESPs. If ESPs do not already have an orientation, which is often the case, schedule one in partnership with the district or hold your own. ESPs are hired throughout the year, so a process for continuous onboarding is essential.

Objective 2: Build a Potential Member List

Reach out to your MEA representative for a new hire list

By law, the district must provide the union with a new hire list. Try to get this from the district in advance of orientation. If they don't give it to you, work with your MEA representative to get it ASAP. This list will be your guide to know who you need to focus efforts on in making a membership ask.





GOAL #2: NEW HIRE MENTORING



Objective 3: Prepare for Orientation Day

1. Prepare a Welcome Kit

Develop a high-quality, polished kit that includes a welcome letter (sample provided), a membership application, contact information for local leaders and affiliate staff, your union publication and a calendar of upcoming union-sponsored professional learning opportunities. Additional handouts to consider: 'Top 10 Reasons to Join, MEA Union Successes. All of these documents can be found here in your one stop shop to your own [Welcome Kit!](#)

2. Choose diverse member organizers

Select a positive, upbeat and diverse group of member organizers in terms of race, gender, age, worksite location, and job category who know how to talk about the value of union membership from personal experience. Recruit as many early career educators as possible to share their commitment to the Association. Potential members need to hear from them. Consider inviting multiple or diverse presenters to join the president for the presentation.

3. Bring a membership team to orientation, then give them a job to do

Bring in enough members to have one-on-one conversations with every potential member (about a 1-to-10 ratio.) Whether it's presenting at the front of the room, welcoming people at the door or sitting at a specific table to talk to the potential members at that table, or asking potentials to join, give members a specific job to do.

4. Track the day with data

Have members keep track of who they talked to, what they said their interests are, and if they made a membership ask that day (the answer to the last one should always be yes!) Knowing what potential members need will give you the opportunity to have a follow up conversation about a specific topic you already know they're interested in.

5. Write a strong agenda

Stay on time and offer interesting and helpful content.
Use the sample here.



Sample Agenda

3.1: Sample Orientation Agenda

1. Introduce your union and its mission

- Use "we" and "our union" to emphasize that we're all in this together. Share how your Association is a solutions-based group that meets the needs of the district's students and educators.
- Provide context for members to understand their relationship to the local, state and national Associations.

2. Talk about the power of collective action

- Explain key pieces of your collective bargaining agreement: salary schedule, leaves (including medical, personal), health and retirement benefits, work day, safe working conditions, etc.
- Talk about how to deal with issues at work, i.e. when to call the Association.

3. Highlight opportunities for professional growth through the Association

4. Ask for membership

"I am here today to ask you to join us. As an Association, we have developed the resources and support you need to thrive because we have been there. Every one of us has had a first day. It can be isolating, but there's power in numbers. When we come together through the Union, we get closer to getting the schools our students deserve."

5. Invite members to get involved outside the workplace

- Professional development opportunities, local association events planned, early career specific events through MEA

6. Allow time for questions in small groups at tables

7. Breakfast/Lunch hosted by the Local Association



GOAL #2: NEW HIRE MENTORING



Objective 4: Debrief and Follow Up

What are the next steps?

Debrief with your membership team who helped at orientation. What went well? Who were your potential leaders? How can you improve next year? What themes came up during conversations? What are the next steps?

Follow Up To-Dos

- Ask every new hire to join within the first 30 days of school
- Provide building representatives and membership committee members topics that came up during the orientation conversations to support their follow up conversations
- Each month, request a refreshed list of new hires from the district
- Share with your worksite leaders and have them recruit these people to the union
- Plan to visit worksites where there are no building representatives
- Send a personal letter to each new hire

Use the sample here.



Sample Welcome Letter for New Hires

Dear _____,

Welcome to the _____ School District, where you will make a difference in the lives of students every day. The [local Association] is driven by dedicated educators, just like you, who advocate for students, the profession, our classrooms and our community.

With the [local Association], you're never on your own. When you join us, you are also a member of the Maine Education Association and the National Education Association, where 3 million educators across the country share your passion for public education.

As trusted professionals, educators are best equipped to make school and classroom decisions to ensure student success. It's our mission to ensure educators have a seat at the table. As members of the Association, we have a powerful voice in creating education policies that enrich the lives of the students. Being an educator isn't a job, it's a calling. It's also personally rewarding and professionally demanding. That's why the Association strives to provide you with the support you need to be great at what you do.

Finally, if you just joined, welcome to our union! If you haven't joined yet, you can get a membership form from your building's union representative, email me for a copy, or go to maineea.org/join.

Join Today!
Sincerely,
Jill Doe
First Vice-President for Membership,
Anytown Education Association
English, Haller Middle School
Email@hotmail.com

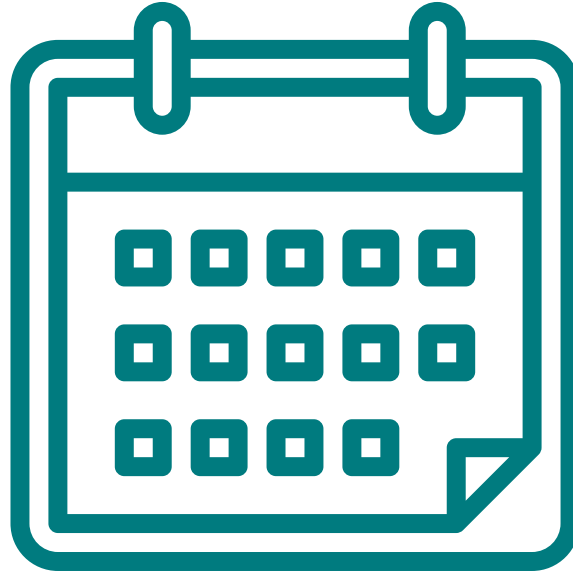
NOTES SECTION



Have an idea? Don't forget it!

Type or write it down now in the space below. 🗨️🗨️🗨️

GOAL #3: NEW EDUCATOR OUTREACH EVENTS



Congratulations! You've decided you're interested in Goal #3 of your local association's membership outreach.

Engaging new educators in the work of the union helps give them a voice in the decisions that will impact their jobs. The MEA offers opportunities throughout the year to help guide early career educators along their journey.

Before you begin any step of this goal make sure you can check off all the items below:

Checklist

Do you know who to contact at MEA to help offer specific professional development to early career educators?

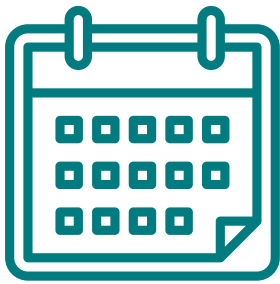
Do you know who your MEA UniServ Director (UD) is? Your UD is your first point of contact with the MEA and can help you start any program in your local, including one to specifically engage early career educators. Your UD can also share upcoming events with you for you to promote.

Did you know MEA has an interest card to help you learn more about the specific needs of newly hired educators?

Resources to help you achieve your goals:

[Early Career Event Timeline](#)

[New Hire Interest Card](#)



GOAL #3: NEW EDUCATOR OUTREACH EVENTS



Early Career Event Timeline

The Union offers a year-long calendar of events specifically to help Early Career Educators in their work. Below is a timeline of activities the MEA hosted in recent years designed to engage new hires in the Union while also offering them the professional development they need.

BEGINNING OF SCHOOL YEAR

SEPTEMBER

Early Career Event-Social and Roundtable to introduce new hires to the union and share information from a panel of 3rd and 4th year educators discussing what they wish they knew when they first started on the job

DECEMBER

Winter Conference—MEA's Fall Conference, open to all members, specifically offers a track for early career educators to help guide them along their unique path. Training typically includes items that deal with classroom management and dealing with difficult behaviors.

MARCH

Statewide Early Career Educator Conference

MAY

Spring Celebrate the Year event for Early Career Educators

NOVEMBER

Potential Membership Event: "Perks and Pottery"—Member Benefits during a fun pottery event. This social gathering is combined with an information session about the specific benefits exclusive to members.

DECEMBER

Charity Event/Action—MEA Season of Giving – choose a day to organize a charity event/action and promote those events within your local and share with MEA

MARCH

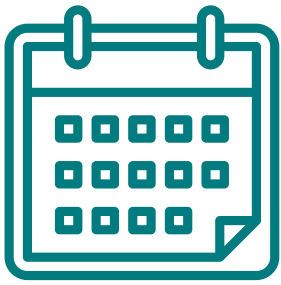
Weekend leadership development event—For selected Early Career Educators.

Regional events for early career educators—Adding Your Voice to Your Local Association

JULY

MEA Statewide Spring Conference

END OF SCHOOL YEAR



GOAL #3: NEW EDUCATOR OUTREACH EVENTS



New Hire Interest Card

Knowing more about new hires will help you better understand their wants and needs. Additionally, the more you know about those who are new to your district or the profession, the easier it will be to have a conversation with them about joining if they're not yet a member. Use this interest card to get the information you need to help those new on the job.

Your professional needs and opportunities

1. What year did you enter the profession? (YYYY)

2. Your union provides training, support, and tools to ensure your professional success. What would you like to learn more about?

- Building relationships and meeting students' social-emotional needs
- Family and community engagement
- Instructional and classroom strategies
- Health and safety
- Social justice and racial equity
- Saving money with NEA Member Benefits
- Technology
- Reducing student debt

3. When we work together, we have a stronger voice. How would you like to participate in your union? (Mark all you are interested in)

Membership, Leadership & Advocacy
Talking to colleagues about joining our union to build power for members. For example, participating as an organizer, building representative, or another Association leadership role.

Collective Action
Helping get the word out about bargaining, meet & confer, or other workplace actions.

Leading Our Professions
Supporting members to grow in their professional practices.

Political Activism
Volunteering with my union to elect pro-public education candidates from both parties—from my local school board to the White House.

School Funding & Education Policy
Working to increase education funding at my school, district, and state.

Thinking About It...
I'm not ready to volunteer right now but I'm looking forward to staying informed.



SCAN HERE TO FILL OUT THIS INTEREST CARD SO WE CAN BEST SUPPORT YOU

Or visit: join.nea.org/maine/connect/

NOTES SECTION



Have an idea? Don't forget it!

Type or write it down now in the space below. 🗨️🗨️🗨️

GOAL #4: EARLY ENROLLMENT



YAAAAAASSS!!!! You've chosen Goal #4 as part of your membership journey. Good choice! Conducting an Early Enrollment Campaign is one of the easiest and best ways to grow your membership.

Potential members who enroll during the Early Enrollment period, from April 1st to July 31st benefit from paying NO DUES during that period. Who doesn't LOVE something FREE? AmIRight?!

Before you begin any step of this goal make sure you can check off all the items below:

Checklist

Early Enrollment Membership Forms (these are different than the regular forms and can be found in the appendix of the toolkit)

Team of members who are prepared to help ask potential members to join

Eagerness to increase membership in the easiest way possible!

Resources to help you acheive your goals:

[Early Enrollment Campaign Guide](#)

[Early Enrollment Side by Side](#)

[Early Enrollment Explainer Flyer for potential members](#)

[Other Membership Resources Sharing the Value of Membership](#)



GOAL #4: EARLY ENROLLMENT



An Introduction to the Early Enrollment Campaign

The Early Enrollment campaign is a state-based initiative that invites members to join the Union for no immediate cost. From April 1st to July 31st, educators can join the Union without paying dues until the new school year starts.

Signing up new members, when it's FREE, is one of the easiest ways to grow your local association, which in turn makes you more powerful at the bargaining table and beyond. This guide will help you plan and launch a simple Early Enrollment campaign.

There are six simple steps you can follow to run an effective Early Enrollment campaign:

1. List of Non-Members

Get a list of people who aren't members from your UniServ Director, remember this is your legal right. The District must provide a complete list of all people who work in the district.

2. Form a Membership Team

Form a team of people who are willing to talk with non-members about the Union, assign each person on the team specific people to speak to about membership.

3. Ask Non-Members to Join

Have the team of people ask their assigned non-members to join.

4. Track Data

Record who you talk to and reasons why they joined or didn't join.

5. Follow Up

Follow up with those who didn't join, reminding them if they join during Early Enrollment they pay no dues until September 1st of the following year.

6. Review Campaign

Gather the membership team to go over how the "ask" campaign went, what worked, what didn't, what could you do better?

Best Practices for Running a Good Early Enrollment Campaign

It's best to involve your UniServ Director from the beginning so they can help you plan and create goals. Having a clear outline for who will talk to which potential members, and when the best time to reach out will be key.

What to Say to a Potential Member During Early Enrollment

It's key to remind a potential member that membership dues are waived from April 1st through June 30th. This gives the potential member the time to see and take advantage of the benefits of membership without paying dues. This is perfect timing, new members can come to MEA's Summer Conference, can take advantage of any local opportunities, receive advice from their UD, and more. Use the benefits of the Early Enrollment document to help you "sell" membership. It's important here to share the value of the Union with the potential member. Share the local association successes, what you were able to recently negotiate, share the MEA successes. There are multiple resources in the back of this toolkit to help you in this conversation.





GOAL #4: EARLY ENROLLMENT



Join For Free What is Early Enrollment?

MEA offers educators an early enrollment membership option, giving you the chance to join the Association between April 1st and July 31st and PAY NO DUES until September 1! While you're not paying dues, you'll still get many of the benefits of membership, including the exclusive NEA Educators Employment Liability (EEL) coverage that protects you from personal financial liability stemming from employment-related lawsuits.

What are the benefits of Early Enrollment?

Protection Plan

You'll have access to an MEA Field Representative who can help you navigate employment issues and you'll also receive the NEA's Educators Employment Liability (EEL) coverage.

Innovative Training

Enrolling now gives you full access to professional development opportunities and support where and when you need it most: at the bargaining table, at professional development workshops and trainings, and so much more!

Keys to Success and Savings

When you're a member you're part of a professional association of 24,000 members statewide, and 3 million nationwide. There is strength in numbers, and as a member our collective voices are heard at the local, state and national level. Early enrollment also gives you access to NEA Member Benefits.



SCAN HERE TO
JOIN ONLINE
AT
[MAINEEA.ORG](https://maineea.org)

Or visit:
maineea.org/join



GOAL #4: EARLY ENROLLMENT



Early Enrollment Member Benefits Compare

MEA Member Benefits

vs.

Non-Member Benefits

- Contract Rights and Benefits
- Access to grievance procedure with qualified representation
- *\$1 million professional liability insurance through NEA
- *NEA Member Benefits
 - Life Insurance
 - Auto & Home Insurance
 - Car Rental Program
 - Travel Discounts
 - Magazine Service
- *Access to MEA Staff, who are always a phone call or click away
- *Award-winning magazine, Maine Educator, highlights important issues, shares interesting member stories, offers workplace resources
- *Free death and dismemberment coverage for eligilbe members
- *Access to professional development, including our summer conference
- Attorney representation in employment-related criminal defense matters
- Help maintaining and negotiating your collective bargaining agreement to safeguard working conditions, salaries and benefits
- An outlet to share your voice in public education policy issues
- Advocacy work to make sure state and national policies directly benefit students and educators
- Retirement counseling services
- Access to educator mentors and free lesson plans
- Right to vote in Association matters-officers, contracts, etc.
- Grants to fund education related projects for members and MEA scholarships for students
- Legal help with certification/authorization denials
- National Board Certification training and guidance
- Programs to improve outreach to your students and your community
- Ability to serve on your negotiations team to improve pay, benefits, and working conditions
- Legal assistance with disputed retirement claims
- On-going professional development opportunities, including help with implementation of work related issues, like evaluations, dealing with administrators or discipline
- MEA public image campaigns to highlight the success of members and public education

- Contract Rights and Benefits
- Access to grievance procedure with qualified representation
- NO
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*Accessible through Early Enrollment
Other Benefits listed are only for full dues paying members. These benefits become available to members who joined through early enrollment on September 1.

NOTES SECTION



Have an idea? Don't forget it!

Type or write it down now in the space below. 🗨️🗨️🗨️

GOAL #5: UNION AMBASSADORS



This is AWESOME! You're looking into working with MEA's Union Ambassador program. This new program is member-driven, turning MEA members into Union Ambassadors. This is a part-time, paid position that allows current MEA members to share the value of the union while also increasing the union's visibility amongst the membership, particularly early career educators.

This section of the membership engagement toolkit will help you better understand the Union Ambassador Program, how you use an existing Ambassador to help your membership engagement, and how you can recruit Union Ambassadors in your own local.

Before you begin any step of this goal make sure you can check off all the items below:

Checklist

I can name the "cheerleaders" in my local who share information about the union and its work.

Obtain a copy of the current Union Ambassadors and their contact info from your MEA UniServ Director

Resources to help you achieve your goals:

[What is a Union Ambassador?](#)

[Paid Union Ambassador Job Description](#)

[Who would make a good Union Ambassador?](#)



GOAL #5: UNION AMBASSADORS



What Makes a Good Union Ambassador?

What is a Union Ambassador?

An MEA Union Ambassador is an existing member, who is paid for the part-time hours they work, to help be a champion for the Union. The selected MEA members are the "cheerleaders" of the Union, helping to promote the work of the union while assisting early career educators who are new on the job.

A Union Ambassador is an MEA member who is ready to take that next step in promoting the union and membership. The hours worked are flexible, and part-time, all intended to fit into your schedule, giving you the opportunity to get paid for being a strong union member!

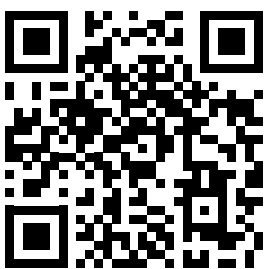
Qualities of a Union Ambassador

An effective union ambassador should possess certain key qualities including:

- A desire to help strengthen the union
- Knowledge of the union's activities, or willingness to learn
- Able to relate to new hires/first time members
- Willing to have conversations with new hires and early career educators
- Willing to be trained to help the Union spread the value of belonging



SCAN ME



SCAN HERE TO
LEARN MORE
INFORMATION
ABOUT
BECOMING
A UNION
AMBASSADOR

Or visit:

maineea.org/ambassador



GOAL #5: UNION AMBASSADORS



Union Ambassadors and Their Role in Membership

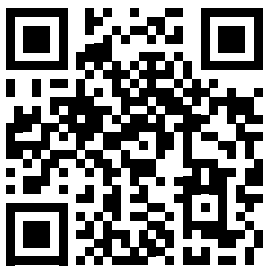
Union Ambassador Duties

MEA has several Union Ambassadors across the state who are trained in helping promote the work of the union while assisting early career educators who are new on the job.

Union Ambassadors can help keep your local association more connected to the Maine Education Association and what it offers to members.

In this position, the Union Ambassador demonstrates the value of the union while also helping grow membership by both asking people to join and providing new hires with relevant opportunities during the first few months of the school year and beyond.

SCAN ME



SCAN HERE TO
LEARN MORE
INFORMATION
ABOUT
BECOMING
A UNION
AMBASSADOR

Or visit:

maineea.org/ambassador

Maine Education Association





GOAL #5: UNION AMBASSADORS



WE'RE HIRING!

JOIN US!

The Maine Education Association is looking for members who are ready to help grow their local associations, and increase educator voices to help build the schools our students and staff deserve.

PAID SEASONAL
WORK



UNION
ADVOCACY

UNION AMBASSADOR

JOB DETAILS



HOURS PER WEEK & PAY

Flexible, Part-Time Hours in the Spring, Summer, and Fall-You will be able to fit this work into your schedule in the summer and fall!

Competitive Wages



ATTEND TRAINING & HOST LOCAL EVENTS

Attend a two-day paid training in April to learn how to help organize and advocate within your local association.

Help organize local social/professional development events during the school year to increase engagement and membership in the union.



COMMUNICATE & RECRUIT

Use already established networks and relationships, in addition to developing new community partners, to share the work of the union to help elevate educators' voices in decisions that affect schools and students.

Develop relationships with non-members and recruit new members to join with help of local leadership and MEA.

APPLY
NOW

SCAN ME



www.mainea.org

SUPPORT. ADVOCACY. EQUITY.

NOTES SECTION



Have an idea? Don't forget it!

Type or write it down now in the space below. 🗨️🗨️🗨️

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MEA OFFICES

CONTACT INFORMATION



WEBSITE: maineea.org

FOLLOW US ON SOCIAL MEDIA



[@maineea](https://www.facebook.com/maineea)



[@maineeducationassociation](https://www.instagram.com/maineeducationassociation)



[@maineea](https://twitter.com/maineea)



[@maineea](https://www.pinterest.com/maineea)

MEA Headquarters Office

35 Community Drive, Augusta ME 04330
Tel. 207-622-5866 or 1-800-452-8709

Bangor

1349 Broadway, Bangor ME 04401
Tel. 207-942-0052 or 1-888-942-2907

Caribou

7 Hatch Drive Suite #220
Mail: PO Box 310, Caribou ME 04736
Tel. 207-888-3856 or 1-800-281-3191

South Portland

29 Christopher Toppi Drive, South Portland ME 04106
Tel. 207-774-6133 or 1-800-750-8801

MAINEEA.ORG/JOIN



TOGETHER. A STRONGER VOICE.

Together we're stronger. Together we're heard.

Being an educator is one of the hardest jobs in the world and it's never been harder than right now. With more members like you, we'll have a stronger collective voice that can help educators live better lives, so our students get the best education possible.

Who is MEA?

Maine Education Association (MEA) is our state's union for educators and is an affiliate of the National Education Association. As part of NEA, the largest labor union in the country, with over three million members, we work together to ensure that educators like you have a stronger voice.

Together, we are a union.

- We have the legally protected right to negotiate for higher salaries and improved working conditions.
- We meet with lawmakers from both political parties to make sure our voices are being heard and respected.
- We work with school administrators and school boards to improve our daily lives as educators.
- We make sure that educators have the resources we need to give students our best.



**SCAN THE QR CODE
TO JOIN TODAY!**

Or visit:
maineea.org/join

MEA Works With Educators to Deliver Real Change.

HIGHER SALARIES

MEA negotiated historic salary increases during the pandemic for teachers and ESP. In some locals members are receiving as much as a 16% pay increase, and others on average will see a \$4,700+ bump if they're at the top of the scale. With more members like you, we have a stronger voice at the bargaining table.

IMPROVING OUR DAILY LIVES

Together, we have negotiated and advocated for policies that support students and staff:

- Advocated for state law to allow for 15 days of COVID leave
- Protected and advocated to improve our pensions so educators can retire with dignity
- Provide comprehensive and affordable health care through the MEA Benefits Trust in a challenging and volatile marketplace
- Expanded student loan forgiveness and repayment programs
- Secured more time for teachers after MEA pushed for a new law giving educators the right to negotiate planning time

BENEFITS

MEA members receive comprehensive benefits like:

- Liability insurance and legal representation to protect us from false or unfair accusations
- Professional learning opportunities and resources
- Resources to help us navigate student loan forgiveness

Where do my dues go?



29%

Communications,
Research & staff
working for you



29%

Advocacy &
Negotiating for
wages and benefits

26%

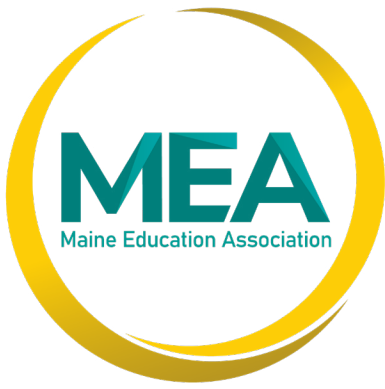
Professional
Development
& Ensuring
Educators' Voices
are heard to help
public schools



16%

Ensure adequate
funding and
supports for public
schools

By law MEA cannot give dues dollars to political candidates.



Top 10 Reasons to *JOIN* the MEA

Support. Advocacy. Equity.

1

Enhanced Rights

A collective bargaining agreement is an enforceable legal document that protects your rights, solidifies your pay and benefits and dictates your working conditions. MEA has your back in all employment related issues and will be there for you to offer guidance, advice, and, if necessary, legal representation.

2

Increased pay and benefits

The Union always works for better pay and benefits for members and ensures fairness and due process in times of conflict.

3

A voice at the table

The Union demands better working conditions for educators and works to give them a valued voice in the workplace.

4

Commitment to social justice

As a member of the association, you join forces to advocate for policies and investments that ensure education equity, prevent discrimination and prejudice.

5

Nation-wide community of educators

When you are a member of your local association, you are also a member of your state affiliate and the National NEA. The association is your way to connect with likeminded colleagues across the district, state, and nation who are working to better students' lives.

6

Improved working and student learning conditions at your worksite

Local associations empower educators to advocate for smaller class size, less standardized testing, input into curriculum, and safe buildings, just to name a few.

7

Positive change in your workplace

MEA stands up for members, ensuring that our voice, values, and priorities are heard & respected both in the workplace & at the statehouse.

8

Improved professional practice

As a union member you have access to high-quality professional development, resources, and training around issues of diversity, equity, and cultural competency, and more.

9

Liability Insurance

Because the liability potential can be so serious for individuals employed by schools and other educational units MEA/NEA provides all eligible association members with professional liability insurance through the **NEA Educators Employment Liability (EEL) program**.

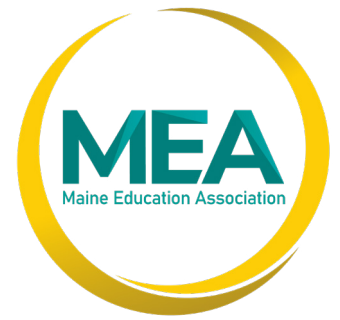
10

NEA Member Benefits

Improve your buying power and save money with **NEA's Member Benefits program** that offers extensive benefits and discounts for products and services you use everyday.

What Does MEA Do For ME?

As a member you receive so much to help you, your students, and public education



MEA Member Benefits

- Contract Rights and Benefits
- Access to grievance procedure with qualified representation
- Help maintaining and negotiating your collective bargaining agreement to safeguard working conditions, salaries and benefits
- An outlet to share your voice in public education policy issues
- \$1 million professional liability insurance through NEA
- Advocacy work to make sure state and national policies directly benefit students and educators
- Retirement counseling services
- Access to educator mentors and free lesson plans
- Right to vote in Association matters—officers, contracts, etc.
- Grants to fund education related projects for members and MEA scholarships for students
- Legal help with certification/authorization denials
- National Board Certification training and guidance
- Access to MEA staff, who are always a phone call or click away
- Programs to improve outreach to your students and your community
- Award-winning magazine, *Maine Educator*, highlights important issues, shares interesting member stories, offers workplace resources
- MEA public image campaigns to highlight the success of members and public education
- Free death and dismemberment coverage for eligible members
- Ability to serve on your negotiations team to improve pay, benefits, and working conditions
- Attorney representation in employment-related criminal defense matters
- Legal assistance with disputed retirement claims
- On-going professional development opportunities, including help with implementation of work related issues, like evaluations, dealing with administrators or discipline

vs.

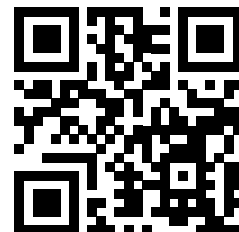
Non-Member Benefits

- Contract Rights and Benefits
- Access to grievance procedure with qualified representation
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Scan this QR Code to become a member today!

Or visit:

maineea.org/join



Welcome to the Union!



On the next few pages you will find ready to use resources to help you with your own local association welcome kit. Simply print the documents out and start asking people to join!

Sample Welcome Letter for New Hires

Dear _____,

Welcome to the _____ School District, where you will make a difference in the lives of students every day. The [local Association] is driven by dedicated educators, just like you, who advocate for students, the profession, our classrooms and our community.

With the [local Association], you're never on your own. When you join us, you are also a member of the Maine Education Association and the National Education Association, where 3 million educators across the country share your passion for public education.

As trusted professionals, educators are best equipped to make school and classroom decisions to ensure student success. It's our mission to ensure educators have a seat at the table. As members of the Association, we have a powerful voice in creating education policies that enrich the lives of the students. Being an educator isn't a job, it's a calling. It's also personally rewarding and professionally demanding. That's why the Association strives to provide you with the support you need to be great at what you do.

Finally, if you just joined, welcome to our union! If you haven't joined yet, you can get a membership form from your building's union representative, email me for a copy, or go to maineea.org/join.

Join Today!

Sincerely,

Jill Doe

First Vice-President for Membership,

Anytown Education Association

English, Haller Middle School

Email@hotmail.com

Stay in Touch With Your Union!



About Our Union

Together we're stronger.
Together we're heard.

Being an educator is one of the hardest jobs in the world and it's never been harder than now.

With members like you, we'll have a stronger collective voice that can help educators live better lives, so our students get the best education possible.

YOUR LEADERSHIP TEAM

PRESIDENT _____

EMAIL: _____

VICE PRESIDENT _____

EMAIL: _____

SECRETARY _____

EMAIL: _____

TREASURER _____

EMAIL: _____

BUILDING REP _____

EMAIL: _____

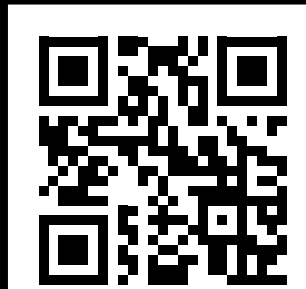
MAINE EDUCATION ASSOCIATION

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Maineea.org

**NOT A MEMBER?
JOIN HERE!**

SCAN ME



**SCAN HERE TO
JOIN THE MEA
TODAY!**

Or visit:
maineea.org/join

MEA Successes



Your Membership Working For You MEA Advocacy Leads to Major Improvements



SALARY INCREASES

The MEA worked hard to increase salaries, and the official minimum salary for all full-time teachers in Maine is now \$40,000. In locals around the state, union negotiators also bargained historic raises for ESP and higher education members.



COVID SICK LEAVE

The legislature adopted a bill to provide 15 days of paid COVID leave for all school employees. It is retroactive to January 1, 2021. If someone had gone unpaid due to COVID and they had no more leave to use, they must be paid up to 15 days.



STATE FUNDING FOR EDUCATION MAINTAINED

For the second year in a row, the State meets its commitment to funding 55% of the cost of public schools.



PROTECTING EDUCATORS FROM DANGEROUS BEHAVIOR

MEA knows many educators face dangerous behaviors from students, and that's why the MEA worked with legislators to make sure assaults against educators, of any kind, are investigated and protocols are put in place to make sure administrators provide educators the tools they need to address dangerous behavior. Specifically, the new law MEA advocated for requires administrators to develop plans to prevent assaults in the future, and front-line educators need to be involved and engaged in the process.



PENSION IMPROVEMENTS

The MEA was successful in winning a 4% COLA for this year. The budget lifts the base amount of the pension by 2.4% starting July 1, 2023. It also increases the amount of your pension not subject to state income tax from \$10,000 to \$25,000 for the 2022 tax year, and \$30,000 and \$35,000 in future years.



DEEPER INVESTMENTS IN STUDENT SUCCESS

MEA worked with other education partners and leaders to support funding for free meals at school for all Maine students, and free community college for 2020-2023 high school graduates.



ADDRESSING WORKPLACE BULLYING

MEA worked with legislators to pass a new law requiring all school districts to have a policy in place to address workplace bullying in response to verbal attacks on educators around the state. The law allows local associations to grieve any scenario where the school district is not abiding by its policy to prevent the bullying of educators and school employees.



Early Career Event Timeline

The Union offers a year-long calendar of events specifically to help Early Career Educators in their work. Below is a timeline of activities the MEA hosted in recent years designed to engage new hires in the Union while also offering them the professional development they need.

BEGINNING OF SCHOOL YEAR

SEPTEMBER

Early Career Event—Social and Roundtable to introduce new hires to the union and share information from a panel of 3rd and 4th year educators discussing what they wish they knew when they first started on the job

DECEMBER

Winter Conference—MEA’s Fall Conference, open to all members, specifically offers a track for early career educators to help guide them along their unique path. Training typically includes items that deal with classroom management and dealing with difficult behaviors.

MARCH

Statewide Early Career Educator Conference

MAY

Spring Celebrate the Year event for Early Career Educators

NOVEMBER

“Perks and Pottery”—Member Benefits during a fun pottery event. This social gathering is combined with an information session about the specific benefits exclusive to members.

DECEMBER

Charity Event/Action—MEA Season of Giving – choose a day to organize a charity event/action and promote those events within your local and share with MEA

MARCH

Weekend leadership development event—For selected Early Career Educators held at Sunday River.

Regional events for early career educators—Adding Your Voice to Your Local Association

JULY

MEA Statewide Spring Conference

END OF SCHOOL YEAR



Join For Free

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Keys to Success and Savings

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SCAN HERE TO
JOIN ONLINE
AT
MAINEEA.ORG

Or visit:

maineea.org/join

Together. A Stronger Voice.

Early Enrollment Membership Form



Step 1: Join!

MEMBERSHIP COMMITMENT: YES!

I want to join with my fellow employees and become a member of the local association/the Maine Education Association/National Education Association. I hereby request and voluntarily accept membership in these associations and agree to abide by the Constitution and Bylaws of all three associations.

ANNUAL PAYMENT AUTHORIZATION: YES!

I hereby agree to pay the annual (Sep. 1-Aug. 31) dues, fees, and assessments established by the three associations in consideration for the services the union provides. I understand that those annual amounts are subject to periodic change by the governing bodies of the associations. I authorize on a continuing basis, and regardless of my membership status, the payment of those annual amounts established by the three associations through payroll deduction or other arrangement unless I revoke this authorization in a signed writing sent to the local association between September 1 and September 30 of the membership year for which the authorization is to be canceled.

I UNDERSTAND THAT THIS AGREEMENT IS VOLUNTARY AND IS NOT A CONDITION OF EMPLOYMENT AND THAT I HAVE THE LEGAL RIGHT TO REFUSE TO SIGN THIS AGREEMENT WITHOUT SUFFERING ANY REPRISAL.

SIGNATURE:

DATE:

Dues payments are not deductible as charitable contributions for federal income tax purposes. Contributions to MEA-FUND are not deductible for income tax purposes.

First Name:

Last Name:

Last 4 Social:

Address:

City:

State/ZIP:

Personal Email:

Cell Phone*:

Employer:

Worksite:

Position:

Subject:

Date of Birth:
(MM/DD/YYYY)

Registered Voter:
(Y/N)

Political Party:
(Optional)

*By providing my phone number, I understand that the National Education Association and its affiliates, including the Maine Education Association, the local association, NEA Member Benefits and NEA360, may use automated calling techniques and/or text message me on my cellular phone on a periodic basis. These entities will never charge for text message alerts. Carrier message and data rates may apply to such alerts.

Step 2: Your professional needs and opportunities

1. What year did you enter the profession? (YYYY)

2. Your union provides training, support, and tools to ensure your professional success. What would you like to learn more about?

Building relationships and meeting students' social-emotional needs Family and community engagement
Instructional and classroom strategies Health and safety Social justice and racial equity
Saving money with NEA Member Benefits Technology Reducing student debt

3. When we work together, we have a stronger voice. How would you like to participate in your union? (Mark all you are interested in)

Membership, Leadership & Advocacy

Talking to colleagues about joining our union to build power for members. For example, participating as an organizer, building representative, or another Association leadership role.

Political Activism

Volunteering with my union to elect pro-public education candidates from both parties—from my local school board to the White House.

Collective Action

Helping get the word out about bargaining, meet & confer, or other workplace actions.

School Funding & Education Policy

Working to increase education funding at my school, district, and state.

Leading Our Professions

Supporting members to grow in their professional practices.

Thinking About It...

I'm not ready to volunteer right now but I'm looking forward to staying informed.

Please flip page to sign and authorize →

Ethnicity*: American Indian/Alaska Native Asian Black Hispanic Native Hawaiian/Pacific Islander White (not Hispanic) Multi-Ethnic Other

Gender: Female Male Transgender Female Transgender Male Gender Expansive/Non-Conforming Other

Step 3: Signature and Local Leader Signature

SIGNATURE:

DATE:

LOCAL LEADER SIGNATURE:

DATE:

As a participant in the local association/Maine Education Association/National Education Association Early Enrollment Membership Incentive Plan, I am eligible to receive—prior to September 1, 2024 but in no event before April 1, 2024—benefits under the NEA Educators Employment Liability (EEL) Program, as well as access to select NEA Member Benefits Programs.

As a condition of eligibility for these benefits, I agree to pay the appropriate unified Active membership dues for the upcoming membership year in accordance with established payment procedures. I understand my obligation to pay that annual dues obligation continues, regardless of my membership status, and that if I fail to pay those amounts, my eligibility to receive benefits under the NEA EEL Program shall immediately terminate. In addition, I shall become liable for the cost of any benefits that were provided to me under the NEA EEL Program prior to September 1, 2024.

*Ethnic Minority information is optional and failure to provide it will in no way affect your membership status, rights or benefits in NEA, MEA, or any of their affiliates. This information will be kept confidential.

**Voluntary information for Affirmative Action is not required as a condition of Membership.

NEA/MEA/LEA membership is open only to those who agree to subscribe to the goals and objectives of the Association and to abide by its Constitution and Bylaws.

^Contributions to MEA-FUND are voluntary; making a contribution is neither a condition of employment nor membership in the Association, and members have the right to refuse to contribute without suffering any reprisal. Contributions may only be made by U.S. Citizens or lawful permanent residents. The MEA-FUND in Support of Public Education collects voluntary contributions from Association members and uses these contributions for political purposes, including, but not limited to, making contributions to and expenditures on behalf of friends of public education who are candidates for state and local office.

State/Local content:

For Local Use Only

Local Association:

Membership Type:

- Full-Time Professional
- Part-Time Professional
- Full-Time ESP
- Part-Time ESP
- Quarter-Time ESP

Dues Annual Amount

NEA:

MEA:

Local:

MEA-Fund^:

Total Amount:

Together. A Stronger Voice.



Step 1: Join!

MEMBERSHIP COMMITMENT: YES!

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Step 3: Signature and Local Leader Signature

SIGNATURE:

DATE:

**LOCAL LEADER
SIGNATURE:**

DATE:

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