



# “You Want it When?”

## 12-Month Calendar Strategy List

### December

- Holiday Social (AR gift)
- Legislative training and contacts
- Recruiters’ training (include Member Benefits)
- New Member Incentive (for large discount stores e.g. COSTCO, Target)
- Highlight new members
- Send out Association Representative appreciation treat with a reminder to recruit
- Send holiday cards to membership recruiters
- Send holiday e-mails to all members thanking them for their membership
- Member Benefits (MBs) Workshop (e.g. Better Financial Management)

### January

- Send out Association Representative appreciation treat with a reminder to recruit
- MB’s Workshop (It’s Never Too Late or Early to Prepare for Retirement)
- Energizing social and New Hire event
- Legislature begins, push the Association agenda and successes
- Invite Legislators to AR Meeting for a roundtable discussion
- Legislative locals statewide training
- Contact retirees to assist with Read Across America
- Pro-Rata (determined by specific needs or issues) Drive (January – March)
- Mention Early Enrollment Membership Drive for April
- Send out Association Representative appreciation treat with a reminder to recruit
- Recruiter training
- Send a reminder to recruiters to talk with mid-year new hires
- 97-day celebration, invite NEA MBs
- Have local officers contact new hires

### February

- Send out Association Representative appreciation treat with a reminder to recruit
- Sponsorship of a forum, for example, “Safe Schools” with community coalition
- Send out tax information on Dues
- Legislative lobbying
- Create an Educational Support Personnel (ESP) Day celebration
- Site visits, target these visits to where the greatest potential lies
- Highlight an important Member Benefit
- Send a Valentine Day card to Legislator highlighting a key Association issue
- “Prepared Not Scared” (Refer to CD) mock interviews for University seniors

## March

- **Train ARs/Membership Chairs in EEL program**
- Send out Association Representative appreciation treat with a reminder to recruit
- Hold an information meeting as a follow-up to the Legislative Session
- State Association Representative Convention, invite NEA MBs to have a booth
- Local leadership elections
- Send out Association Representative appreciation treat with a reminder to recruit
- State wide new teacher conference
- Ongoing lobbying during the legislative session
- New / Emerging Leader Training
- Have a St. Patrick Day party for members only (Clovers: “We’re Lucky to Have You”)

## April

- NEA MBs Workshop (e.g. Preventing Identity Theft)
- Send out Association Representative appreciation treat with a reminder to recruit
- Spring update of membership and important information for the next year
- **EEL (NEA Early Enrollment) SNPL Program (Sign Now Pay Later) Spring Drive in April, May, and June**
- Contact business community for involvement in New Teacher Orientation (NTO) in the summer/fall
- Budget training
- Student Education Association training, recruit recent University graduates to join the state / local
- Prepare educator coupon book or other gift for National Teacher Day in May
- Send out Association Representative appreciation treat with a reminder to recruit
- Begin recruiting members to attend summer leadership conference
- Recruiter recognition celebration
- Promote legal services by NEA MBs

## May

- **Plan summer AR training(s) and announce dates at final AR Meeting**
- Summer leadership conference
- Send out Association Representative appreciation treat with a reminder to recruit
- Retirement dinner and provide a one-year membership to retired association members
- Get a list of new hires for the next school year and send them a welcome letter from the local president welcoming them and telling them who their “buddy” is. (this “buddy” is different from their assigned mentor, this is more of an Association “buddy.”) Theme: “This Bud’s for You”
- Continue EEL SNPL program (Sign Now Pay Later). Spring membership drive
- Send out Association Representative appreciation treat with a reminder to recruit
- Send a thank-you-for-your-membership e-mail to all members
- Hold recognition lunches and dinners

## June

- Send out Association Representative appreciation treat with a reminder to recruit
- End-of-Year picnic
- Hold a drawing for a one-year free Association membership
- Send a letter of introduction to all new hires
- Summer leadership conference; invite NEA MB to provide training or to host a booth
- Sponsor a SPARKS training
- Material preparation for membership
- Get membership committee organized for the upcoming membership year
- Send out Association Representative appreciation treat with a reminder to recruit
- Member recognition dinner for those who are retiring
- Prepare for New Teacher Orientations for year-round schools

## July

- Send out Association Representative appreciation treat with a reminder to recruit
- E-mail to personal e-mail addresses of members with “Back To School” ideas
- Conduct a summer training for those who are interested in becoming recruiters
- Send a welcome letter from the Association
- Prepare for new hire event
- Beach party for the end of year
- AR Leadership academy
- Extravaganza kick off
- New employee activity
- Plan a classified membership drive for all units
- Plan “Great Beginnings” (new educator tips and ideas) drive for August (Prepare for New Teacher Orientation)



## August

- **Plan for AR Meeting trainings for the year**
- Send out Association Representative appreciation treat with a reminder to recruit
- Reception for new teachers, hold at a winery and promote membership
- Get a new hire list from the Board of Education
- Nave NEA MB regional representative at the first council meeting with freebies and programs
- New hire event, have the NEA MB representative present
- Attend ESP inservice
- Hold a transportation conference
- Plan Political Action (PAC) fund drive for September
- School opening activities

## September

- **Hand out any UEA Convention information**
- **Political Action (PAC) drive**
- Send out Association Representative appreciation treat with a reminder to recruit
- Food services membership drive with a regional luncheon
- Hand out Pay Day candy bars on payday with the new salary increase courtesy of local association
- New leader training
- UniServ Director (UD)/Governance visibility in three buildings a day
- Workshop on the evaluation process
- AR Training at AR Meetings begin
- All employee hamburger fry before the first football game of the year and do membership recruitment

## October

- **Encourage all educators and university students to attend the UEA Convention**
- Send out Association Representative appreciation treat with a reminder to recruit
- Information on making Parent Teacher Conferences successful
- Halloween Costume Party
- Hand out Halloween safety flyer from local and NEA MB
- Freebie order form to members
- Delegate council MB Booth
- Professional Issues Conference

## November

- Travel promotion ideas for the winter break
- **Continue PAC drive**
- Maintenance membership drive (“We’re Thankful for You”)
- Invite NEA MB regional representative to meet with Association Representatives
- Planning and following up for the next calendar year
- Provide gifts to the members for American Education Week
- Drawing of new MB services sign up for turkey
- Send out Association Representative appreciation treat with a reminder to recruiters

