

Overcoming Tough Objections:

▶ **E**very MSEA member who wants great public schools should be signing up to build our political voice through our Political Action Committee (PAC), the Fund for Children & Public Education. Below are some common responses with suggestions on how to respond.

Member's Response

"Can I just write a check?"

"I can't afford it."

"I'm a Republican. Doesn't this money just go to the Democrats?"

"I have to think about it."

"Politicians are all the same. It's all money and power games. They don't listen to real people."

"What about the candidates who we endorsed who didn't vote to support us?"

Building Representative's Response

"By building a stable PAC of monthly contributors, we can continue to fund our organization with no outside money. That's why we ask members to sign-up on payroll deduction. It stabilizes our PAC and gives us the ability to plan more strategically."

"We can't afford not to. Our PAC is how we bargain stronger contracts and pass good public policy. The stronger our PAC is, the more power we have."

"No. Our PAC isn't about parties, it's about public education pure and simple. We only endorse candidates who stand with us. We have no permanent enemies or friends, just a permanent interest to protect our public schools."

"What is holding you back? I thought you wanted to see change (refer to issue they care about)? We'll never make those changes unless we begin the fight, right? The first step is joining the PAC."

"You might be right. But they do listen to organized voters and funders. That's what we are trying to do with our PAC. The stakes are too high for us to stand on the sidelines."

"Political influence is ongoing and we all know change doesn't happen overnight. We can always support new leadership but that takes resources. The more we grow our influence, the more we can reward those who have proven themselves to be our strong allies and remove legislators who do not support us."