



How to recruit members to join the MSEA Fund for Children and Public Education

There isn't a one size fits all script to ask a member for a Fund contribution. According to polling, 67% of NEA members would contribute to the Fund if they were asked. It's important that the Fund is understood as something members are joining as a means to building our political power, not just saying yes to another paycheck deduction.

Here is an effective way to connect the Fund with building power for what matters to the member. This approach follows a familiar pattern of identifying a problem that matters to the member, connecting it with a solution—building our collective political power—and asking them to join the PAC.

- **Introduce yourself**—Say who you are and why this conversation will be important.
- **Frame the problem and discover the member's issues**—What is the member concerned about? This will vary from member to member. The key to making an effective connection is to not assume a member's concerns or interests, but to find out through conversation what matters to them by asking questions.
- **Offer a solution**—How can the Fund help? This is the connection between political action and the member's concern. For example, if the issue is salary, how can you connect the Fund and political action to winning raises?



What if the concern is skyrocketing health insurance co-pays? Time to prepare and work with other teachers? Contracting out of janitorial services? The key is to make the connection explicit and not to assume that everyone understands that these decisions are made by elected officials.

- **Ask!**—Make the connection and ask for the contribution. The Fund request itself, like the request to join the association or to make calls for a recommended candidate, must be:
 - Clear:** Will you sign up to make a voluntary contribution to MSEA Fund?
 - Specific:** Will you sign up to contribute \$5 per pay period?
(Tip: don't start with \$1; consider \$5)
 - Relevant to them:** We have a chance to fix _____.
(Refer to the issue they were concerned about it.)
Your Fund contribution will be used to promote our ideas and hold elected officials accountable.
 - Easy:** All you have to do is fill out this brief form and sign it.
- **Wait**—After you ask, wait patiently and silently for an answer. The member may have more questions—What does the Fund stand for? How is this part of the campaign? Can I think about it?—answer, then ask and wait again.
- **If the answer is “no”**—Ask what is holding them back? Make sure you tell them why you give, why it is important to you, and challenge them that this is one of the most important ways we improve public education for the children we teach, our profession, and the issues they care about.
- **If the answer is “yes”**—Tell the member what information we need to complete the form.
- **Thank them**—This is so important. The emphasis should not be that the member is doing you a favor, but that joining their colleagues in the Fund is a positive thing that should be celebrated.