



**STRONGER
TOGETHER**

Member to Member: BUILDING UNION POWER FOR THE SCHOOLS OUR COMMUNITIES DESERVE

Member Engagement Campaign

The potential loss of agency fee does not have to translate into substantial membership losses if we use the next six months to engage with our members. This month, at the Executive Committee, Board and All Presidents' meetings, we will be discussing a member engagement campaign for 2016 focused on re-engaging with our members to connect our local and state work to members' issues and seek their recommitment to our union.

Strong locals based on member engagement are our most precious asset. With the potential loss of agency fee and the possibility that union membership could become entirely voluntary, we urgently need to make sure that our members are connected to our locals and that members believe their local associations and the MTA are worth joining.

We are asking our locals to work with each other and their field representatives to build a strong two-way communication system that touches each member throughout the campaign. As to what we can accomplish when we have strong locals with fully engaged members, the possibilities are only limited by our imaginations!

The ASKS:

1. Complete a 150E unit information request for each local.
2. Commit to having a meeting with your Executive Board, building reps and your field rep to roll out a plan that will enable us to be assured that you have contact and two-way communication with all of your members.
3. With buy-in from your Executive Board, work with your field rep and building reps to map your buildings; institute the practice of members talking to members; and gather information that will assist you in getting to know what matters to your members.