



nea

NATIONAL
EDUCATION
ASSOCIATION

NEA JOIN CAMPAIGN PLAYBOOK

TOGETHER. A STRONGER VOICE.
Together We're Stronger. Together We're Heard.

NEA JOIN CAMPAIGN PLAYBOOK

INTRODUCTION

This document provides key messaging, style guidance and a list of assets available to you as you recruit new members to your local or state affiliate of NEA. The messaging and collateral has been poll tested in collective and non-collective bargaining states.

NATIONAL EDUCATION ASSOCIATION

The National Education Association is the nation's largest professional employee organization, representing more than 3 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become educators.

NEA EXECUTIVE OFFICERS

Becky Pringle, President
Princess R. Moss, Vice President
Noel Candelaria, Secretary-Treasurer

NEA EXECUTIVE COMMITTEE

Mark Jewell, North Carolina
Gladys Fátima Márquez, Illinois
Ron (Duff) Martin, Wisconsin
Robert Rodriguez, California
Christine Sampson-Clark, New Jersey
Hanna Vaandering, Oregon

OFFICE OF THE EXECUTIVE DIRECTOR

Kim A. Anderson, Executive Director
Karen M. White, Deputy Executive Director

NEA JOIN CAMPAIGN PLAYBOOK

CAMPAIGN CONCEPT

Headline

**TOGETHER.
A STRONGER VOICE.**

Slogan

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

Concept

By uniting our voices, we will work to achieve results that improve our daily lives and address our collective concerns. Let's use this stronger voice to push for the changes we need to be our best and make a real difference in students' lives.

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KEY MESSAGING

Thank you for taking the time to help build a stronger union. Below is some key messaging to help you start recruitment conversations. For more practical tips and answers to commonly asked questions, please refer to the Conversation Guide on page 8.

Find Design files and PDFs on InsideNea:

<https://neahq.sharepoint.com/sites/NewOrganizingMaterials2022/SitePages/Home.aspx>

Elevator Pitch

WRITTEN

The National Education Association is the largest labor union in the country and is dedicated to ensuring educators have a stronger voice. NEA is comprised of educators (teachers and school support staff) from state and local associations who have the legally protected right to negotiate with administrators, school boards, and lawmakers from both parties to increase support for public education and improve the daily lives of educators so that they can give students their best.

By banding together, our members impact meaningful change for educators and students. Together, we have successfully raised educator wages, improved working conditions, supported student loan forgiveness, and made sure the voices of educators are actually heard. With more members like you, we can have an even stronger voice.

CONVERSATIONAL

NEA is the largest labor union in the country with over three million members in state and local affiliates like **[insert LEA/SEA]**. We ensure that educators like you have a stronger voice. We do this by regularly negotiating with administrators, school boards, and lawmakers on both sides of the political aisle to improve the daily lives of educators so that you can give your students your best. Together, we have won higher wages, better working conditions, student loan forgiveness, dedicated planning time, and so much more. With more members like you, we can have an even stronger voice.

Key Recruitment Message

STATE

[SEA/LEA] is the union for educators in our area. XX% of educators here in [state/district] are already members [if % is unavailable or really low: “We are part of the largest labor union in country”]. We work together to ensure that educators like you have a stronger voice so that we can actually be heard, get important issues addressed, and improve our daily lives.

EDUCATE

[SEA/LEA] is a union, which means that we have a legally protected right to negotiate for the causes we care about as educators. We regularly meet with lawmakers from both political parties to increase support for public education and negotiate with school administrators and school boards to make sure educators’ voices are being heard and respected.

SHOWCASE MEMBERSHIP VALUE

We have worked with school administrators, school boards, and lawmakers from both political parties to: [reference specific SEA/LEA wins if possible]

- Negotiate for increases in salaries, though this is only a start and educators deserve more.
- Win dedicated planning time for teachers.
- Protect educators from mandates for additional work on nights and weekends.
- Get schools to hire more staff to reduce class sizes and avoid understaffing.
- Win student loan forgiveness and generous repayment plans for educators.
- Improve the daily lives of educators so we are equipped to give students our best.

MOTIVATE

Being an educator is one of the hardest jobs in the world and it’s never been harder than right now. Banding together is the best way to make a real difference. With more members like you, we’ll have an even stronger voice to improve our daily lives the lives of our students.

NEA JOIN CAMPAIGN PLAYLIST

INTRO PIECE

Find Design files and PDFs on InsideNea: <https://neahq.sharepoint.com/sites/NewOrganizingMaterials2022/SitePages/Home.aspx>



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 SEA?

State Education Association (SEA) is our state's union for educators. As part of 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 hand in hand 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.

For more information, reach out to:

Contact Name

Phone or Email

Local Association

SEA Works With Educators to Deliver Real Change.

HIGHER SALARIES

We become educators to help kids. We're not expecting to get rich, but far too often, people act like we've taken a vow of poverty.

SEA has already secured some salary increases, but educators deserve much more. With more members like you, we'll have a stronger voice so that we can secure real pay increases and cost of living adjustments.

IMPROVING OUR DAILY LIVES

Together, we have negotiated and worked with administrators, schoolboards, and lawmakers from both political parties to:

- Win dedicated planning time.
- Protect us from mandates for additional work on nights and weekends.
- Expand student loan forgiveness and repayment programs.
- Get schools to hire more staff to reduce class sizes and avoid understaffing.

BENEFITS

SEA 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.

Find Design files and PDFs on InsideNea: <https://neahq.sharepoint.com/sites/NewOrganizingMaterials2022/SitePages/Home.aspx>



Who is SEA?

State Education Association (SEA) is our state's union for educators. We are part of the largest labor union in the country, with over three million members who work together to ensure all educators have a stronger voice.

Together, we are a union.

What does that mean?

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

SEA Works With Our Members to Deliver Real Change.

- We listen to what our members need and work together to ensure those needs are met.
- We advocate for dedicated planning time and protect educators from after-hour work mandates.
- We band together to raise wages so that educators like us are paid closer to what we deserve.

While we have successfully negotiated for increased wages throughout the country, we recognize that educators are still not paid nearly enough. Being an educator is one of the hardest jobs in the world, and it has never been harder than right now. With more members like you, SEA will have an even stronger voice to impact meaningful change for the lives of educators and their students.

TOGETHER WE'RE STRONGER. TOGETHER WE'RE HEARD.

Let's connect:

Contact Name _____

Phone or Email _____

Local Association _____

Worksite _____

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TRANSFORMATIONAL CONVERSATION GUIDE

The Guide to Transformational Conversations is available in two versions: one with language tailored to collective bargaining states and one tailored for non-collective bargaining states.

Find Design files and PDFs on InsideNea: <https://neahq.sharepoint.com/sites/NewOrganizingMaterials2022/SitePages/Home.aspx>



NEA GUIDE TO TRANSFORMATIONAL ORGANIZING CONVERSATIONS

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VIDEO

Find Design files and PDFs on InsideNea: <https://neahq.sharepoint.com/sites/NewOrganizingMaterials2022/SitePages/Home.aspx>



Branded video available to view/download: www.nea.org/newedresources



Customizable collateral and swag for recruiters and their regional territories. Designed pieces will be created as digital PDFs as well so recruiters can have access to customize and print extra copies as needed.

NEA RECRUITMENT CAMPAIGN BRAND GUIDELINES

DIGITAL MESSAGING

Implementing Online

Recruitment messaging should also be implemented on digital platforms. Join asks should be integrated into editorial strategies and put into the context of issues affecting the daily lives of potential members.

ON YOUR JOIN PAGE

[SEA/LEA] is the union for educators in our area. By banding together, our members impact meaningful change for educators and students. Together, we have successfully raised educator wages, improved working conditions, supported student loan forgiveness, and made sure the voices of educators are actually heard.

With more members like you, we can have an even stronger voice. Join us today.

VIDEO

The research-based brand video (included on page 9) has been customized to include versions with all Affiliate logos. This video can be embedded on Affiliate websites, within emails and social posts, and shown during virtual events.

TEXT TOOLS

Potential members can text JOIN to the number 48744 to receive recruitment messaging and their appropriate Affiliate join link. For example:

- Text 1: JOIN
- Text 2: When educators are respected, heard, and have the resources we need, we can give students our very best. To join us today, reply NEXT!
- Text 3: With more members like you, we will have a stronger voice to impact meaningful change! To help me grab the right form, can you tell me your workplace's zip code?
- Text 4: Together we're stronger. Together we're heard. Click here to join our union: [SEA JOIN LINK]

Sample Messages

SOCIAL

Together we're stronger. Together we're heard. With more members like you, [SEA/LEA] educators will have an even stronger voice to improve our daily lives the lives of our students: [SEA JOIN LINK]

[SEA/LEA] educators deliver real change. We meet with school administrators and lawmakers from both political parties to make sure our voices are being heard and respected. Join us: [SEA JOIN LINK]

EMAIL

When educators are heard, respected, and given the resources we need, we can give students our very best. As part of the largest labor union in the country, with almost three million members, we work together to ensure that educators like you have a stronger voice.

With more members like you, we will have an even stronger voice to impact meaningful change for the lives of educators and their students. Will you join us?

- We regularly advocate 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 hand in hand 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.

We cannot thank you enough for all you do, and all you will do, to change the lives of your students.

In solidarity, [SEA/LEA]

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TYPOGRAPHY - ALL ADOBE

Consistent use of fonts is important for the NEA brand and the font families selected are to be used as the primary typography for all standard NEA content. Fonts outside of the families below can be used with approval from the design team.

To access the Adobe Font Library the designer must have a Adobe Creative Cloud account.

STUDENT VOICE & IMPACT

FF Good Pro Narrow Black

Aenean lacinia bibendum nulla sed consectetur. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Etiam porta sem malesuada magna mollis euismod. Sed posuere consectetur est at lobortis. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

FF Good Pro News

COMMUNITY VOICE & IMPACT

FF Good Pro Black

Great public education for every student.

Ivy Journal Bold

Great public education for every student.

Ivy Journal Semibold

Aenean lacinia bibendum nulla sed consectetur. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Etiam porta sem malesuada magna mollis euismod. Sed posuere consectetur est at lobortis. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Ivy Journal Regular

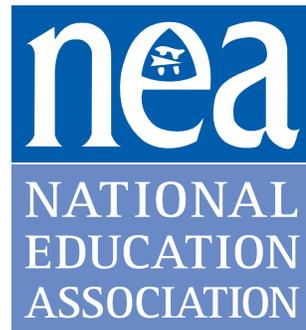
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LOGOS AND USAGE

The NEA logo never stands alone without the words “National Education Association.” Any exceptions to this rule must be approved. This most recent version of the NEA logo, the “block logo,” was introduced in NEA Today in September 2003. It was established in order to create a confined shape to present in both print and digital communications. The latest approved adjustment to the NEA logo was the removal of the “nea.org” box from the logo based on the redesigned of NEA.org website. NEA no longer uses these versions of the logos.

If you have questions please email CreativeServices@nea.org for additional guidance.

Primary print logos



Alt print logos



A NEA Logo on a solid color background uses a .5 rule on the bounding box around “National Education Association.”



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REFINED COLOR PALETTE

The primary colorway for the logo is NEA Blue (Pantone® 286), white and 60% of pms 268. The colorway breakout and accent colors are shown in web safe color values based on the primary usage and distribution of NEA's content. Please convert web colors to PMS values for print.

#0033A0	#0080BB	#CEE1E4 at 50%
	#001A71	#CEE1E4
#C81B2D	#00124C	#FFFFFF
#EF5126	#1CCFCC9	#000000
#7F1A8F	#009976	#F5F2E7
#A646E3	#3C1944	#D6CD93
		#3A495E

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LOGOS AND USAGE

Approved alt logo types

"NEA" without the bounding box and the "Pi" symbol can to be used for approved apparel and online treatments.



Do not use these icons in place of the official NEA logo with the bounding box in print or online applications.



When the NEA logo is combined with a partner logo please insert an .5 rule between both logos with .75 inch white space on both sides of the rule.



Approved program logo usage

Event and **program** branding are approved and will continued to be designed and used within the adjusted design guidance.



In these cases "National Education Association" must appear as part of the logo or be clearly represented on the printed material.



Unapproved logo usage

The "Great Public School" tagline and ".org" attachment are no longer a part of the approved NEA logo.



We no longer approve the use of NEA Center logos when producing **any** association content.





CREATIVE QUESTIONS?

NEA has a in-house design team and other partner resources available to help you with any project from digital and print design to video production.

If you have questions please contact us at
CreativeServices@nea.org

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