

CTA/NEA MB Leader Engagement Calendar 2021-2022

SUMMER



Leaders play an important role in membership engagement and retention, helping members feel connected to our powerful voice for students and public education in California.

When engaging members with CTA/NEA Member Benefits, take advantage of free online and virtual resources available at: CTAMemberBenefits.org/leaders, NEAMB.com/start, and order/download the **CTA Member Benefits Highlights Brochure**, updated annually. Member Benefits staff are eager to support you with trainings, webinars, tips, and other assistance. Reach us at MemberBenefits@cta.org or (650) 552-5200

We understand the continuing demands on your time, so we have formulated this engagement calendar to give you ideas for including Member Benefits in your own activities. ★ *Tip: These programs can be promoted any time of year, but here is a simple way to spread Member Benefits throughout the year!*

Summer



Theme: *Keep Momentum, Plan & Have Fun!*

Top Tips –

- Invite** CTA Staff and Endorsed Partner Representatives for Fall Presentations
- Distribute Leadership** in your Chapter by ‘Training the Trainers’ for Member Benefits Organizing
- Build on Last Years’ Successes & Opportunities!**

Summer is a great time to use Member Benefits to keep the momentum going and plan for the upcoming year!

Many members are not aware of their eligibility for CTA and NEA Member Benefits programs designed exclusively for educators.

*When our members learn about these programs, they are excited to discover how they can save money and find solutions for their personal needs. When they take advantage of these programs, they begin to develop a **stronger relationship with their associations.***

Summer is for Planning!

- Use the summer to **develop relationships** with your local CTA-endorsed partner representatives (such as California Casualty and The Standard). Schedule them to speak at your monthly Rep Council or attend one of your online member meetings. Maybe they can even sponsor a **door prize!** Just e-mail us at memberbenefits@cta.org and we’ll get you connected.
- Consider placing a “**Member Benefits Spotlight**” in your Chapter newsletter or on your website. Use bright colors and buzz words. Find articles ready for cut-and-paste at CTAMemberBenefits.org/articles.

Member Protections:

- Summer and Fall are fire season in California and that's an important time to communicate with your members about **CTA's Disaster Relief Fund (DRF)**. This fund provides financial assistance to CTA members who suffer significant losses due to natural and other disasters in California. The DRF is funded by voluntary contributions from CTA members and through CTA fundraising drives throughout the year. Go to CTAMemberBenefits.org/drf to find out more.
- Are you aware that a successful **Chapter Campaign with The Standard** is a way to help your members obtain Disability and up to \$200,000 of Life² insurance without the need to provide proof of good health? This is especially helpful for members who have difficulty obtaining insurance due to pre-existing conditions. Contact The Standard to discuss **which month might be best** for your chapter to conduct a Chapter Campaign.
- Summer is also a great time for you to remind members to review their **progress towards a comfortable retirement**. Members can find information on **The CTA 403(b) Retirement Savings Plan** at CTAMemberBenefits.org/rsp and download guides and enrollment forms at CTAMemberBenefits.org/download.
- Refer members to **CTA's Financial Wellness Center** at CTAinvest.org for helpful information, videos of real CTA members and financial calculators.

Identify Leaders:

- Encourage members who attended the Member Benefits session at the **CTA Summer Institute** to **share what they learned** with other members at your meetings!
- Were you able to fit in one of the many CTA/NEA Member Benefits presentations and videos for your members? Be sure to schedule those in regularly to **'spread it out'** and give members just a bit at a time to keep the momentum going. Go to CTAMemberBenefits.org/trainings.
- Hold a meeting with your leadership teams to discuss your **member engagement activities** for the year. What can be improved upon next year? What did your surveys indicate that members want next year? What are some fun ways that Member Benefits will be incorporated?
- Hold a **Site Rep training** prior to the start of the school year. Consider inviting CTA staff and CTA-endorsed partners to discuss programs provided automatically with membership, such as **CTA/NEA Educators Employment Liability (EEL) insurance, Group Legal Services Program (GLS), CTA Death & Dismemberment Plan** and **NEA Complimentary Life Insurance**. Go to CTAMemberBenefits.org/Insurance for an overview of these programs.
- The work of engaging members is all about relationships! Remind your site reps that **1:1 contact**, especially with any new hires, is vital to the health of the association.

☐ Sharable Content: Make it Fun!

- ❖ **Things to Do!** Did you know that CTA Access to Savings offers member deals for online and in-person **tours and travels** - museums, city tours, road trips, athletics, solving mysteries and more? Visit: ctamemberbenefits.org/access.
- ❖ Summer Travel Plans? CTA Member Benefits provides a **Rental Car Program** through Enterprise Rent-A-Car that provides vehicle rentals at reduced CTA member rates. Log-in at CTAMemberBenefits.org/rentalcar to find your exclusive CTA member discount code.
- ❖ Do your members know that NEA offers a **Pet Insurance Program**? Pets are part of the family, so you'd do anything to keep them healthy. Pet insurance helps you give your pets the care they need and gives you the confidence that you can pay for their veterinary bills. Be sure to send your members the link: neamb.com/pet.
- ❖ California Casualty Auto Insurance protects four-legged fur babies with coverage for **pet injury** included in all auto insurance policies. To learn more, visit CTAMemberBenefits.org/calcas.

Summer Start?

- ☐ Download & email or order & share the **Member Benefits Highlights Brochure** (revised annually) with all members. Log-in at ctamemberbenefits.org/forms for the links to download or order CTA Member Benefits publications. Also order materials from NEA Member Benefits by contacting Sean Mabey at smabey@neamb.com.
- ☐ Order (or download) and post **Member Benefits posters** on your bulletin boards for members to see. One features various Member Benefits programs and others specifically feature The CTA 403(b) Retirement Savings Plan.
- ☐ AB 119 now makes it easier for the union to request a list of new hires and to participate in new employee orientations. At your orientations this year, create new member packets. Order the **Member Benefits Folder** and insert your relevant items: **1)** collective bargaining agreement, **2)** membership form or online info CTA.org/join, **3)** *CTA Introductory Disability Insurance flyer, **4)** *Member Benefits publications such as **Highlights Brochure** and **New Member Flyer**, **5)** **The Standard's **Member Enrollment Brochure with application for Disability and/or Life Insurance**, and **6)** a letter from the local President.
 - ✓ *Member Benefits publications are available for download:*
 - ☐ ctamemberbenefits.org/download
 - ✓ *Standard Voluntary Disability & Life insurance²*
 - ☐ CTA Introductory Disability insurance flyer: stdrd.co/IntroDI
 - ☐ Enrollment Brochure: standard.com/ctaleader
 - ☐ Digital New Hire Kit: stdrd.co/digitalkit

CTA Member Benefits Department

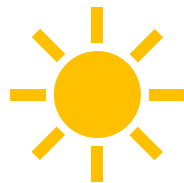
1705 Murchison Drive

Burlingame, CA 94010

E-mail: memberbenefits@cta.org

Phone: (650) 552-5200

www.ctamemberbenefits.org



¹ Brand New is defined as an educator or education support professional who has not previously worked in education in the state of California and has never been a CTA member previously. Your first employment record in CTA's membership database must be no greater than 180 days prior to your CTA membership start date. Disability insurance eligibility requirements apply. For complete terms and conditions, visit standard.com/cta/newhire.

² Coverage reduces to 65% of the amount in force at age 70, 45% of the amount in force at age 75, and 30% of the amount in force at age 80. Offer not available to retirees.

The information described here is subject to all terms and provisions of the Group Policies. For costs and further details of this offer and coverage, including exclusions, benefit waiting periods, any reductions or limitations and the terms under which the policy may be continued in force, please contact Standard Insurance Company at 800.522.0406. GP190-LTD/S399/CTA.1 GP190-LIFE/S399/CTA.3 For more information, visit: standard.com/ctaleader