Freedom Foundation Opt-out Attack

Sample Email to Members in Response to Spam Emails Urging Membership Drops

**Subject: Anti-Union Attack on [CHAPTER NAME] Happening NOW**

We have learned that our Association is being directly targeted by the anti-union, anti-public education “Freedom Foundation.” This entity is sending emails encouraging members to opt out of being a union member and paying union dues. **This is a direct attack designed to make our union weaker and make it easier to privatize our public schools.**

The emails are being sent to members’ District emails from an address that appears as “Opt Out Today.” Opt Out Today is part of the Freedom Foundation. This foundation has been accurately characterized in [media reports](https://www.theguardian.com/us-news/2016/mar/10/union-killers-freedom-foundation) as “door-to-door union-killers.” They are corporate-funded lobbyists who support privatization of public schools. If you received their email, know that [it is part of a campaign by a known anti-union group](https://www.theguardian.com/us-news/2018/may/15/rightwing-thinktanks-secret-plot-against-unions) designed to weaken our union. They know we are stronger together.

Just look at what we were able to achieve this year:

* Add a few bullets to celebrate local successes (either student achievement gains, salary and benefits, local legal victory example, political win, etc.)

Furthermore, opting out of the portion of union dues that supports political activity will simply make it easier for privatization groups like the “Freedom Foundation” to elect politicians who want to weaken our unions and pave the way for corporate charter expansion. Their campaign is cynical, it is anti-worker, and it is anti-student. We are asking Association members to fight back by:

* Marking the Opt Out Today email as “spam” or “junk.”
* Clicking on the “Unsubscribe” link in the email. (If the unsubscribing process is difficult, or if you receive additional messages from Freedom Foundation after unsubscribing, please let us know.)
* Forwarding the entire e-mail to Verve Mail (the Freedom Foundation's email provider) at support@vervemail.com, with the following text: *The Freedom Foundation is spamming me and my coworkers. Please ask them to cease all spam emails ASAP*.
* Forwarding this email to every local member you know.
* Posting your own “Norma Rae” Union photo using #WeAreCTA and #Union

Standing strong together,

Local President

Attachments:

* Caution Flyer
* FF Flyer