



MEMBER ENGAGEMENT PROGRAM

The primary goal of the Member Engagement Program is for CTA to support local associations in their efforts in recruiting and/or retaining members, including the conversion of former agency fee payers. Grant money will be available only for **new or supplemental** member engagement programs. For most local associations, CTA will fund up to 2/3 of approved grants. For associations with 100 members or fewer, CTA will fund 100% of the approved grants.

Grant applications must be submitted to the Regional Offices for approval. Applications may be submitted any time during the fiscal year (September 1 – August 31).

Member engagement grant applications will be evaluated according to the following criteria and guidelines:

1. The local program must have clear, measurable goals for member engagement, including recruitment and involvement of new members, and engagement of existing members. The program must be a new or supplemental effort; member engagement programs that are already running and funded by the local association will not be funded by this grant.
2. The local program should emphasize building capacity through high engagement strategies and identification of new leaders.
3. The local program should have strategies to build distributive leadership whereby multiple leaders are responsible for the program, member engagement and organizing.
4. Activities should have specific timelines and be tied to the goals of the program. For example:
 - a. Release time should be for a specific period of time in order to accomplish a specific objective, such as visiting x number of sites in order to do one-on-ones, recruit x new leaders, or convert x agency fee payers.
 - b. Events - pizza parties, social gatherings, et al. - should not be simply “feel good” exercises, but rather to target a specific demographic and/or to accomplish a specific goal.
 - c. Local programs and activities can include providing COVID transition support to their members.
 - d. Local associations are encouraged to be creative in organizing and engaging their members in a virtual environment, while maintaining clear and measurable goals.
5. The local program should be transformational for the local culture and leadership (i.e., develop leaders who can engage others and develop new leaders).
6. Planners should consider Advocacy on Education Reform, Community Engagement, Social Justice, Equity and Diversity, as potential interest areas for involving and engaging new members.
7. The local plan should incorporate accountability and reporting timelines (e.g., *site representatives will be trained to do one-on-one interviews and will submit their schedule of interviews to the [area organizer] by the [February] representative council and will share the results of those interviews at the [April] representative council.*)
8. A narrative summary of accomplished goals **must be submitted** along with receipts, by August 31 of the applicable fiscal year, for full reimbursement.