

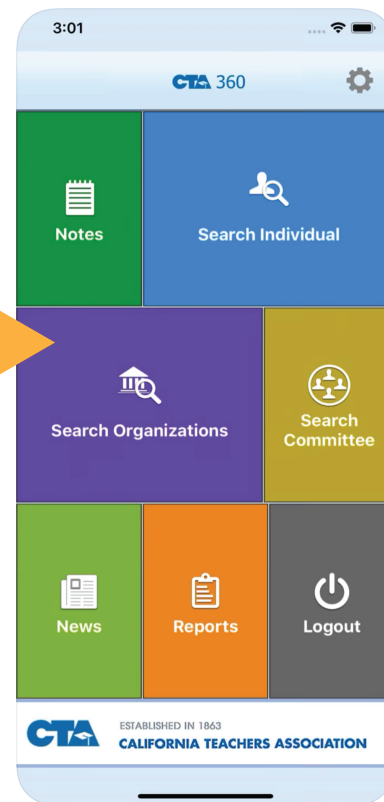
ADDITIONAL MEMBERSHIP RESOURCES

cta.org/Membership

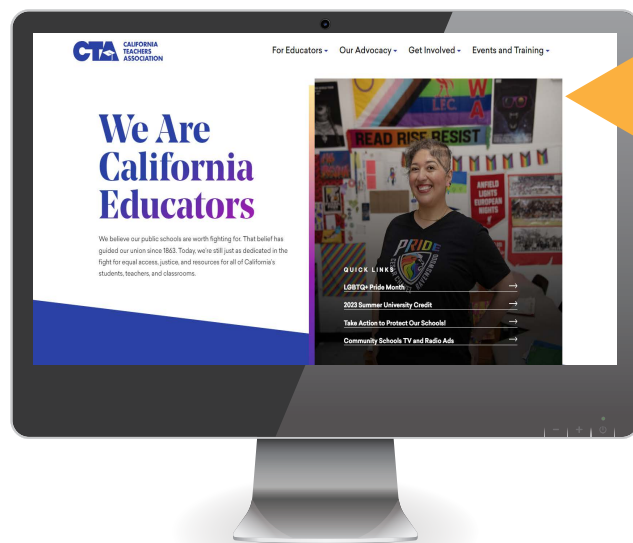
This is the one stop for all your membership processing resources and questions. Here you will find all the tools, info, documents and help you need to successfully manage your local membership and effectively coordinate membership organizing campaigns.

MOBILE MEMBERSHIP PROCESSING:

CTA 360 is a free mobile app available to local leaders including Presidents, Vice Presidents, Membership Contacts, Site Reps, etc. CTA 360 is directly linked to CTA's Association Management System and allows leaders to quickly access their local's data (member contact info, emails, work location, etc.) from their mobile device. The app also allows local representatives to sign-up new members, update member information, view membership analytics and more! This app is available for iOS and Android devices.



cta.org/UnionStrong



UNION STRONG RESOURCES:

While some groups, like the Freedom Foundation, are attempting to trick CTA members and potential members, we are confident our collective power will prevail. CTA has resources at cta.org/unionstrong to help counter their lies and highlight the positive impact of our union in the lives of educators.

HAVE QUESTIONS OR NEED MORE MATERIALS?

CONTACT: Amy Feldman
afeldman@cta.org
650-552-5317



2023-24 MEMBERSHIP RECRUITMENT & ENGAGEMENT RESOURCES

Engaged members are necessary to successfully advocate for students on the local, state and national levels.

We are stronger together.

Your role as a local leader is key to our union's success. CTA has developed a number of resources you can order and download to support you in your recruitment and engagement efforts.

ALL MATERIALS: cta.org/LeaderResources

OPEN TO SEE 2023-2024 RESOURCES

2023-2024 MATERIALS

RECRUITMENT & ENGAGEMENT MATERIALS FOR ORDER

Sample Layout

- 1 Be Creative
- 2 Update Quarterly
- 3 Use CTA&NEA Resources
- 4 Have Fun
- 5 Let Us See
Take a photo of your Bulletin Board, post and tag us on social using #WeAreCTA

BULLETIN BOARD KIT: Includes 20 headers, 2 Site Rep signs, 1 union quotes poster (pictured above), 2 pages of special callouts, social media icons, borders, logos, and this Sample Layout sheet below.

Your Advocate. Your Partner. Your Union.

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RECRUITMENT BROCHURES: One-on-one recruitment brochures designed for new teachers (left), education support professionals (center) and CC faculty (right).

RECRUITMENT FLYERS:

Flyers to use when recruiting all members. One outlines the benefits of membership (left). The other two are five reasons to join CTA (bottom left) and CCA (bottom right).

MINI-GUIDE: EDUCATOR'S RIGHTS

Know your rights! Use your rights!

MINI-GUIDE: Pocket guide for teachers outlining their rights in the classroom, with administrators and with parents. Weingarten Rights are included.

PROFESSIONAL LEARNING

BE IN THE KNOW

KEEP LEARNING

EMBRACING ALL STUDENTS

CTA/NEA-RETIRED

LEARN MORE AND APPLY AT

WHAT'S NEW FOR CTA MEMBER BENEFITS

DOWNLOAD AND ORDER MATERIALS AT [CTAMEMBERBENEFITS.ORG](#)

CTA INFO FLYERS: Packet of seven flyers promoting different offerings: Communications, Scholarships, Grants and Awards, Human Rights, Conferences, Member Benefits, Retired Membership, and Professional Development. Use these for your Bulletin Board, share at meetings, or for new members to learn more about all CTA has to offer.

MATERIALS TO DOWNLOAD FOR EMPLOYEE ORIENTATION

WELCOME TO YOUR UNION!

Three Associations. One Movement.

#WeAreCTA

Insert Chapter Name/Logo Here

ORIENTATION POWERPOINT: The PowerPoint was designed for in-person or virtual presentations. You can add your logo onto the title page and include local victories and information throughout. If you are delivering this presentation virtually, feel free to download one of the 5 Zoom backgrounds available online.

ORIENTATION SUPPORT MATERIALS: In addition to the PowerPoint and Zoom backgrounds, you will find a toolkit for recruiting and working with new hires, best practices for new employee orientations, a sample agenda and sample dialogue. There is also a bargaining advisory outlining your chapter's rights to present at new employee orientations and 6 videos you can share at orientation, on your website or social media accounts.