

## **OEA FCPE Recommendations 2019-2020 Fiscal Year**

This document outlines how we propose to more robustly and effectively engage OEA Local Associations in our efforts to maximize contributions to FCPE. It spells out our statewide goals for member participation, our messaging strategy and direct solicitation targets, and setting expectations about the importance of contributing to FCPE.

### **Statewide Goals**

Our statewide goal for the upcoming fiscal year is to achieve **15% member participation**, with the target ask being **\$2.00 per pay period**. Locals will be clustered into two main groups:

- Group 1: The goal for low-performing locals who have **between 0-5% current member participation** is to see an increase to **8% member participation**. The target ask would still be \$2 a pay period.
- Group 2: The goal for all locals **above 5% current member participation** is to see an increase to **15% member participation**. The target ask would be \$2 per pay period.
  - If a local has **already reached 15% or above in member participation**, the goal would be to **increase their current member participation rate by 5%**. The target ask would be \$2 per pay period.

### **Direct Solicitation Targets**

To achieve these statewide goals, our targeted outreach will be focused on two key groups:

1. **New educators** – We will work with locals to encourage automatic payroll deductions for new members at the beginning of the school year through back-to-school membership drives. We will also work with the OEA Membership team and the ONE group to identify new members who have not yet given to FCPE and to ensure that we are communicating with them early about FCPE and its importance.
2. **Retirees** – particularly those who were active sustaining givers to FCPE when working, but whose FCPE activity has declined or stopped altogether upon retirement. As we reach out to them, we will recognize the value of their contributions. We might consider a separate award to highlight those retirees who are sustaining contributors to FCPE.

## Changing the Tone

Our messaging to members about FCPE must reinforce how our collective power makes a real, tangible difference in our ability to advocate for our members and the students we serve. We have seen progress, and it's up to us to continue that progress.

The following key point of our message is that the OEA Fund for Children and Public Education helps ensure that we elect and retain public office holders who advocate for students and support public education, **regardless of political party**, so they can:

- Ensure that key decision-making is made by local school districts, and not the state
- Address inequities in the current school funding formula
- Reduce the testing burden placed on Ohio's students
- Maintain strong collective bargaining rights for our members
- Continue the fight to fund educational opportunities for all children

Over the past few years, FCPE has made strategic investments in expanding a bi-partisan coalition of policymakers in the Ohio General Assembly who are pro-public education and pro-union. This coalition has allowed us to engage in a pro-active rather than a defensive legislative strategy. We are now able to implement more effectively an OEA member-driven policy agenda that can make improvements in our members' working conditions and the learning environment for our students.

By having more members participate in FCPE, we will have the resources to create greater opportunities to grow our bi-partisan coalition and build upon the momentum we have created.

## Profiling Local Contributors and FCPE Ambassadors Program

Only a little more than 10% of OEA's members contribute to the OEA FCPE. The overarching reason why most individuals don't contribute is because they are not asked. Who makes the ask is important, and while some of the most persuasive individuals are OEA and Local Association leaders, peer-to-peer interactions are also valuable.

Therefore, as we execute the 2020 FCPE plan, we will make an effort to collect the individual stories of LEA members to showcase why they give to FCPE. We will capture these stories on camera, digitally, and on paper, for use on a variety of mediums to promote FCPE through the 2019-2020 fiscal year.

We also hope to create an FCPE Ambassadors program, empowering select OEA members who are sustaining FCPE contributors to serve as peer-to-peer messengers to other OEA members about the importance of giving. Our goal is to have a handful of FCPE Ambassadors from each of the 10 OEA Districts, and to work with these Ambassadors to identify targets that should be contacted. We will also work with our Communications team to amplify the Ambassadors' stories on our website and social media platforms, in *Ohio Schools*, and other means of communicating with our members.

## **Engaging OEA District and LEA Leaders and Setting Expectations**

We will ask OEA District and LEA Leaders to do the following:

- Donate at least \$2.00 a paycheck to FCPE
- Continue to host at least 1 FCPE event in their district in FY 2020

By doing so, these leaders can speak from experience when they ask others to contribute – it's important to walk the walk.

### *Ask Early, Ask Often*

OEA GR will work with the OEA Field Team to identify all possible member events throughout the fiscal year that will provide opportunities to speak about OEA FCPE and our plan for the year.

### *New Members & Returning Member Events*

Working with the OEA Field Team, OEA GR will work to make sure all LEAs have FCPE materials and guidance in order to ensure that when members reconvene for the first time in the new school year, a means to make FCPE contributions will be set up.

### *UniServ Meetings*

As OEA GR and OEA Statewide Officers attend UniServ meetings in the new school year, an FCPE pitch will be included in their presentations.

### *Peer-to-Peer Solicitation*

This approach will be prioritized for LEAs that fall into "Group 2" category that is previously mentioned. OEA GR will pull lists of Locals and map them with FCPE contributors in order to bucket members into 3 groups:

- Individuals who regularly give, defined in this document as "sustaining contributors"
- Individuals who have previously given but have stopped within the past 3 cycles, or stopped upon their retirement
- Individuals who haven't given in over 3 cycles

Working with LEA leadership, our FCPE Ambassadors will be given this list, and trained on how to best approach individuals in order to obtain a contribution for 2019-2020.