



Topics

1. Scope of Membership Grant
2. Revision of Application, Purpose & Criteria
3. Membership Strategic Plan
4. Disclaimant of Locals
5. Conclusion

Dear Local Leaders, UniServ and Executive Directors,

Thank you for everything you have done over the past few months on behalf of our members and students. I know that this period has probably been one of the most difficult, if not the hardest, of your career balancing remote learning, in-person learning, trying to remediate and educate students as well as bargaining letters of agreements for our members to help keep them safe. I truly appreciate all the time and dedication you have given to the Michigan Education Association.

1. **Scope of the Membership Grant:** Organizing new members has been another difficult challenge for many this year especially since you have not seen your new hires in person as you typically might do. Additionally, over the past few years many of our locals are not signing up new members at the same replacement rate that members from their locals are retiring. We are regressively organizing, always playing catch up to keep our locals in the green or trying to dramatically increase the membership in a local. This is especially important in larger locals where there are 30 or more individuals hired each year and many years may have gone by when individuals have not signed up. Furthermore, we recognize that many locals have a high staff turnover during these difficult times which makes this task even more challenging.

Membership is the lifeline of our organization and we must sign up new members to ensure the stability of our organization in the future. This year we are focusing on locals in desperate need of support with signing up new members as well as engaging locals to ensure that their membership grows and that people feel supported during this difficult time.

2. **Revision of the Application Purpose & Criteria:** The application has been revised to reflect the goal of signing up new members and supporting your local in this process. Monies will be granted based on the potential impact of membership signed up. Consideration will also be given to locals that have received money in the fall or last year with a priority given to the locals that are greatest in need.
3. **Membership Strategic Plan:** We will consider funding association release days for smaller locals or ones that do not have any contractual release time for the purpose of signing up new members. For larger locals or for locals that have a lot of ground to cover we will also consider honorariums for membership chairs to engage in organizing new members with the honorarium structure mirroring that of your local.

We are looking for measurable data that this grant has made a 20% gain in overall membership or signing up 90% of new hires. For purposes of this grant, we have broken up the get into the green report to help you to think about setting measurable goals.

Green = membership 90% or greater

Yellow = membership between 70% -89%

Orange = membership between 50% - 69%

Red = membership between 25% - 49%

Grey = membership lower than 24%

4. **Disclaimant:** Locals that fail to maintain a local percentage of 20% or lower and whose contract expires is in danger of being disclaimed by our association as established by the MEA Board of Directors. This means that MEA would no longer represent your members and your local could potentially not be eligible for MESSA benefits.
5. **Conclusion:** Please take this time to reflect on the seriousness of this situation and put forth a thoughtful organizing plan that will have the most impact on the growth of your local. We are here to support you and will help you with any ideas or strategies. If you have not been able to demonstrate a large membership impact for this year, then we ask you to consider applying now for fall events. Making up for this year is crucial as it may be difficult to move any local with a membership that falls below 60% especially in a larger local.

Thank you for your thoughtfulness in this process as we try to make measurable membership gains over the next two years utilizing the BFCL grants in your locals. Please note that locals in the green are eligible for a grant, however we will be very selective based on the potential impact that your request will have on engaging your membership and maintaining your green status.

Feel free to reach out to me if you have any questions and I thank you again for your consideration and reflection on the seriousness of our membership situation as we try to assist those in need in rebuilding membership in your locals.

In Solidarity Always,

Brett R. Smith
MEA Secretary/Treasurer



Updated Spring 2021

BFCL Grant for Fall to be used beginning August 16, 2021

APPLICATION MUST BE SUBMITTED BETWEEN 5/7/2021 - 6/4/2021

Name of applicant:

Date:

Your personal email:

Your position in the local:

Name of local association:

Your UniServ Director:

Your Region #:

UNISERV OFFICE ADDRESS

Street:

City/State:

How many new hires do you need to sign up?

This year's BFCL Grant is only for supporting you in signing up new members or a member engagement activity if your local is in the green. Monies may be used for a membership chair stipend with an amount not to exceed \$2 per members in good standing per event. To help "build your local's bench", membership chairs should be a new position in your local and not simply put on an existing officer when possible. Data must be reported in your summary of the number of members you were able to sign up or return to good standing.

NOTE: FUNDING MUST BE USED BETWEEN 8/16/2021 - 12/1/2021

How much funding are you requesting from BFCL?

Check will be made out to the Local and sent to the Local's UniServ Director.

Date the check is needed:

Last time your Local received BFCL Grant:

Forward this application to your UNISERV Director to date and approve, then email to Brett Smith, MEA Secretary-Treasurer & Mike Ostertag at BrSmith@mea.org/MOstertag@mea.org

UNISERV DIRECTOR APPROVED ON:

Note: Checks can only be made out to the local association and not an individual.



Building
Full
Capacity
Locals



Local Funding Application Information for Fall

Please fill out completely

How many members in good standing do you have, new hires that have not signed up and what percentage is your local based on the get in the green reports (UniServ Director can help you obtain this percentage).

Briefly describe the program or activity you have planned and explain how you believe it will help your local sign up new members or engage members if you are in the green?

Is the above program/activity new for your group? Yes No

How will you measure the success of the above program/activity?

In addition to the above program/activity, what else will you be doing this year to achieve the goal(s) you set?

What will be the date(s) of the program/activity above?

What is the total cost of the program/activity above?

Please list a breakdown of the costs of your event. Feel free to attach any supporting documentation as necessary: