

PLANNING GUIDE TO BUILD LOCAL CAPACITY

STEP 1: SELECT STRATEGY(IES)	STEP 2: SET SOME BENCHMARKS	STEP 3: SELECT TACTICS (2-3 AT MOST)	STEP 4: IDENTIFY LEADS	STEP 5: SELECT PREFERRED TRACKING METHOD
<p>RETAIN MEMBERS</p>	<p><input type="checkbox"/> X% of members renewed</p> <p><input type="checkbox"/> Less than X% agency fee</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 1:1 conversations</p> <p><input type="checkbox"/> Events</p> <p><input type="checkbox"/> 10 Minute meetings</p> <p><input type="checkbox"/> Trainings</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Members</p> <p><input type="checkbox"/> Members and Request EdMN Staff Support</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> NEA 360</p> <p><input type="checkbox"/> Google Forms/Docs</p> <p><input type="checkbox"/> Other: _____</p>
<p>RECRUIT NEW MEMBERS</p>	<p><input type="checkbox"/> Convert X% of fee payers to members</p> <p><input type="checkbox"/> X% of new hires join as members</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 1:1 conversations</p> <p><input type="checkbox"/> Events</p> <p><input type="checkbox"/> 10 Minute meetings</p> <p><input type="checkbox"/> Trainings</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Members</p> <p><input type="checkbox"/> Members and Request EdMN Staff Support</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> NEA 360</p> <p><input type="checkbox"/> Google Forms/Docs</p> <p><input type="checkbox"/> Other: _____</p>
<p>ENGAGE CURRENT MEMBERS</p>	<p><input type="checkbox"/> Follow up with X% of members about their specific interests</p> <p><input type="checkbox"/> Map X% of worksites</p> <p><input type="checkbox"/> Increase member attendance at meetings by X%</p> <p><input type="checkbox"/> Provide X professional dev opps</p>	<p><input type="checkbox"/> 1:1 conversations</p> <p><input type="checkbox"/> Events</p> <p><input type="checkbox"/> 10 Minute meetings</p> <p><input type="checkbox"/> Trainings</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Members</p> <p><input type="checkbox"/> Members and Request EdMN Staff Support</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> NEA 360</p> <p><input type="checkbox"/> Google Forms/Docs</p> <p><input type="checkbox"/> Other: _____</p>
<p>DEVELOP NEW LEADERS</p>	<p><input type="checkbox"/> Increase the BR:member ratio by X</p> <p><input type="checkbox"/> Ensure every site has X trained MRAs</p> <p><input type="checkbox"/> Establish 1-2 committees that reflect member interests</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 1:1 conversations</p> <p><input type="checkbox"/> Events</p> <p><input type="checkbox"/> 10 Minute meetings</p> <p><input type="checkbox"/> Trainings</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Members</p> <p><input type="checkbox"/> Members and Request EdMN Staff Support</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> NEA 360</p> <p><input type="checkbox"/> Google Forms/Docs</p> <p><input type="checkbox"/> Other: _____</p>
<p>REGAIN LOST MEMBERS</p>	<p><input type="checkbox"/> Conduct "exit interview" with every member that drops</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 1:1 conversations</p> <p><input type="checkbox"/> Direct Mail</p> <p><input type="checkbox"/> Union visibility in every worksite</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> Members</p> <p><input type="checkbox"/> Members and Request EdMN Staff Support</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> NEA 360</p> <p><input type="checkbox"/> Google Forms/Docs</p> <p><input type="checkbox"/> Other: _____</p>

Based on selections made in this document, Education Minnesota will provide your local with tailored support and resources.