



Quick Guide to NEA Year-Round Organizing Resources

Toolkits

Title	Description	Location
<i>Autopay Playbook</i>	This Playbook institutionalizes the knowledge of the 5 key strategies to conduct a successful AP campaign. Designed for overall view of a campaign from membership processes to field campaigns. Will be updated Jan 2025	Autopay Playbook 2024
<i>All Toolkits</i>	If any links are broken, use this folder link	Need link
<i>Building a Bridge to Future Members: A Step-by-Step Guide to Career Fairs</i>	This guide provides rationale, resources, and checklists for strategically planning an affiliate’s participation in career fairs before, during and after the event.	YRO Manual - Career Fairs Toolkit.pdf
<i>NEA’s Guide to Higher Ed New Hire Orientations</i>	This guide offers step-by-step planning and some research-based best practices for putting together a successful Higher Ed new hire orientation that sets the stage for growing and strengthening the union.	YRO Manual - NEO Guide HigherEd.pdf
<i>NEA’s Guide to New Hire Orientations PK-12</i>	This guide offers step-by-step planning and some research-based best practices for putting together a successful PreK-12 and ESP new hire orientation that sets the stage for growing and strengthening the union.	YRO Manual - NEO Guide PK12.pdf
<i>NEA YRO Campaign Training Template (2018)</i>	This guide is designed to be utilized by Local Presidents or Uniserv Directors when training building or association representatives to prepare them to conduct a successful Year-Round Organizing Campaign.	New Ed Training Template.pdf
<i>NEA YRO Card Professional Supports Resource Guide</i>	This resource guide is for affiliates to use to identify, implement, and deliver professional supports based on their affiliate data from the Year-Round Organizing Card. This resource identifies NEA and affiliate resources by categories on the survey card.	YRO Manual - Professional Supports Organizing.pdf
<i>NEA Year-Round Organizing Virtual Organizing Guidance</i>	This guide answers the critical question of how we translate our existing organizing to an online and virtual environment. It includes virtual tools that can be used to augment in-person organizing by leaders, staff, and member organizers.	YRO Digital Org Guidance.pdf
<i>NEA’s Guide to Affiliate Early Career Educator Groups</i>	This guide offers rationale and how-to for creating ECE groups that identify, recruit, support, and engage them in our Association and connect them with strategic and meaningful opportunities for professional learning, leadership, and advocacy.	YRO Manual - ECE Group Toolkit .pdf



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<i>NEA's Guide to Worksite Visits</i>	This guide shares objectives, strategies, and tactics for productive worksite visits and blitzes and includes a sample conversation guide/script.	YRO Manual - Worksite Visits Blitz Guide.pdf
<i>NEA's Guide to Unit List Acquisition</i>	This guide explains the importance of obtaining good unit lists and the various ways to go about obtaining them with an appendix of sample letters, forms, etc.	YRO Manual - List Acquisition & Union Strength Toolkit.pdf
NEA's Guide to a Successful Member Organizer Program	This guide outlines the rationale for utilization of member organizers and outlines the step-by-step planning process from hiring member organizers to training them, and monitoring and celebrating their work. Includes links to useable affiliate samples.	YRO Manual - Successful Memb Org. Programs.pdf
NEA's Worksite Leader Training Guide: The Fundamentals of New Hire Organizing	This guide will train worksite leaders in the fundamentals of organizing with the Year-Round Organizing campaign. Each module is self-contained and can be modified to fit the specific local Association's needs. Together, the five modules will empower worksite leaders to recruit and retain new members to strengthen their union.	YRO Manual - Worksite Leader Training Guide.pdf
NEA Guide to Worksite Mapping: Build Power by Mapping Your Worksite	Guide to mapping the worksite with printable worksite map and directions.	YRO Manual- Mapping Worksheet.pdf
Join Now Surround Sound	The following toolkit contains learnings from the initial pilot program, as well as practical resources for your affiliate to use, including a six-week sample calendar and plan. We look forward to your feedback and perspectives.	YRO Manual - Surround Sound Toolkit.pdf

YRO Self-Assessments

Local Association BR Self-Assessment	Use this self-assessment to determine the strength of a local's building rep structure.	BR Assessment PRINT final.pdf
Local Affiliate Self-Assessment	Use this self-assessment to determine the strength of a local affiliate's YRO readiness.	2023 YRO LOCAL Self Assessment vHR.pdf
State Affiliate Self-Assessment	Use this self-assessment to determine the strength of a state affiliate's YRO readiness.	2023 YRO STATE Self Assessment HRv.pdf

Join Conversation Guide

The Join Guide	Transformation Conversations Join Messaging for CB and NON-CB states, including pk-12 and ESP.	
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Customizable Organizing Materials K12

K-12 Certified Collective Bargaining States			
Title	Description	PDF	Design Files
Introductory Material	Customizable flier, perfect for NEOs	NEA IntroPiece CB.pdf	NEA IntroPiece CB Folder.zip
Leave Behind English	Customizable flier with space to leave your name and number. Good for follow up.	NEA LeaveBehind CB.pdf	NEA LeaveBehind CB Folder.zip
Leave Behind Spanish	Customizable flier with space to leave name and number in Spanish	SP-NEA LeaveBehind CB.pdf	SP-NEA LeaveBehind CB Folder.zip

K-12 Certified Non-Collective Bargaining States			
Title	Description	PDF	Design Files
Introductory Material		NEA IntroPiece NonCB .pdf	NEA IntroPiece NonCB Folder.zip
Leave Behind English		NEA LeaveBehind Non CB.pdf	NEA LeaveBehind Non CB Folder.zip
Leave Behind Spanish		SP-NEA LeaveBehind Non CB.pdf	SP-NEA LeaveBehind Non CB Folder.zip

Customizable Organizing Materials for Education Support Professionals

ESP Intro Pieces (Collective Bargaining and Non-Collective Bargaining States)		
Title	Description	Link
CB and NCB Intro	Customizable flier for education support professionals in collective	InDesign ESP Intro 1Pagers CB & NON-CB Final.zip



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	bargaining and non-collective bargaining states	
Collective Bargaining States Intro Pieces		
CB Generic Intro Piece	Customizable flier for ESPs that can be used for all ESP job categories in collective bargaining states	30348 ESP CB Generic Intro v1.pdf
CB Clerical Intro Piece	Customizable flier for Clericals in collective bargaining states	30348 ESP CB Clerical Intro v2.pdf
CB Custodial Intro Piece	Customizable flier for Custodians in collective bargaining states	30348 ESP CB Custodial Intro v1.pdf
CB Paraprofessionals Intro Piece	Customizable flier for Paraprofessionals in collective bargaining states	30348 ESP CB Paraprofessionals Intro v1.pdf
Non-Collective Bargaining States		
NCB Generic Intro Piece		30348 ESP Non CB Generic Intro v1.pdf
NCB Clerical Intro Piece		30348 ESP Non CB Clerical Intro v1.pdf
NCB Custodial Intro Piece		30348 ESP Non CB Custodial Intro v1.pdf
NCB Paraprofessionals Intro Piece		30348 ESP Non CB Paraprofessionals Intro v1.pdf

Tools for Member and Potential Member Engagement

Union Bulletin	A home for members and potential members who are interested in learning more about their union, from connecting with their local to the latest ways to get involved nationally.	nea.org/bulletinboard
Toolbox Generator	It can be hard to navigate all the tools and resources NEA has to offer. That’s why we have the toolbox generator – build your union to-do list and we’ll highlight the tools you need to accomplish your goals.	nea.org/uniontoolbox
Changemaker Quiz	Everyone has a place in their union. This quiz helps people find their role and connects them to the resources they need to succeed!	nea.org/quiz
Bingo Card	Do you have union bingo? We’ve filled in squares with actions that help to build the power of educator voices. Cross them off when you’ve done them!	Print The Bingo Card



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Union & Educator Voice	The page is a go-to resource for union 101s, including a map of local contacts, background on collective bargaining, a list of key union terms and definitions, and a guide to understanding a union contract.	nea.org/union
Health Care Benefits	We've worked with experts to put together explainers and guides on health care benefits – including key terms and a plan selection guide.	nea.org/healthplan
Pensions	We've worked with experts to put together explainers and guides on pensions and retirement security – and FAQs.	nea.org/pensions

Year-Round Organizing Resources on NEA.org

Year-Round Organizing Hub	The Hub is your go-to spot for the latest information and tools related to the four seasonal campaigns and key field strategies.	nea.org/yro
Union Posters and Video	Find posters, social media graphics, and videos to support your recruitment and organizing efforts.	nea.org/unionposters
Recruiting Conversations Guide	This guide includes recruitment talking points, suggested answers to difficult questions, a sample script, and more.	nea.org/joinconvo
Union Strength and List Acquisition Guide	Guidance on model list acquisition processes, suggested contract language, important data fields, and more.	nea.org/listbuilding
Worksite Visits Guide	Guidance on the preparation, execution and follow up to worksite visits and blitzes.	nea.org/worksite
Year-Round Organizing Cards Communications Toolkit	Background on the interest cards, ideas of how to incorporate them into organizing, and sample share language.	nea.org/yrocards