



# Key Message Points on Member Retention

## Salary/Benefits

- Your membership allows the union to effectively negotiate with your district to secure and improve your salary, benefits, and working conditions. When more members choose to be a part of the union, we can achieve stronger contracts.
- Just look at **#RedForEd**: union members stood together to improve their salaries and benefits and make sure educators had a voice in their state legislatures.
- Like the saying goes: We all do better when we all do better. We can accomplish much more and get a lot more done by staying in our union and working together to achieve our goals. We're stronger united.

## Protecting Members

- Our union has our backs. Whether it's advocating for better salaries or making sure we are protected in the workplace, the union is there to make sure we are not alone.
- As educators, we need to make sure we are protected if we are ever falsely accused. The union gives us that protection and has our backs when we need it most.
- When we're united, we have the protection that comes from being part of a union that shares our values and advocates for the things we believe in—like support for our professions and resources for our students.

## Educator Voice

- Decisions about schools and what's best for students should be made by the educators who work with our kids every day. But time after

time, mandates are put in place with zero input from educators. Our union empowers us by offering a seat at the table and a more prominent voice in decision-making that affects our students and our jobs.

- It is easy for us as individuals to feel isolated, but as members of our union, we are never alone. Someone always has our back, and we can reach out for support from each other in challenging times.
- Sticking with the union gives us a louder voice and more leverage to change things for the better when we work with our school board or legislature.

## Collective Voice

- Being a member of our union means having a channel for sharing your frustrations as well as your hopes, and having the power and collective voice to advocate for yourself and your students. So tell me: What are you concerned about, and what would you like to see change?
- Just look at **#RedForEd** and the role union members played in shining a light on what students and educators need for success. That shows the power we have collectively, and the way to keep it going strong is through our union.
- By sticking with our union, we can lean on each other, come together to meet our challenges, and advocate for the things that help our students—and us—succeed.



@IEANEA