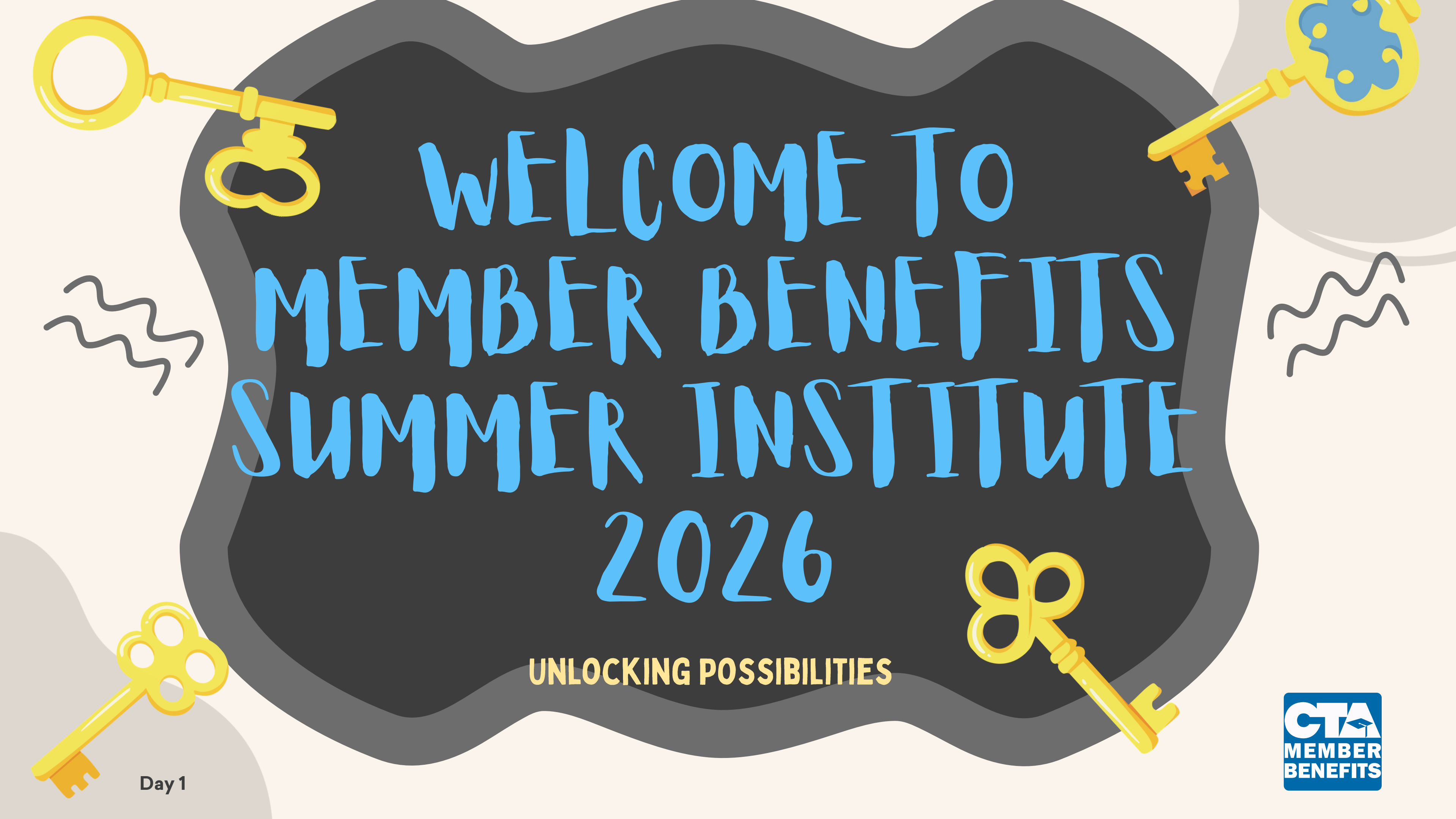




WELCOME TO MEMBER BENEFITS SUMMER INSTITUTE 2026

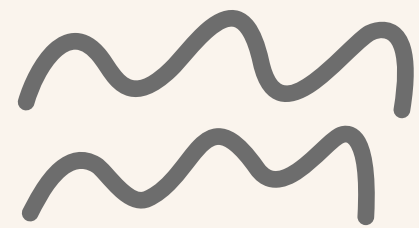
UNLOCKING POSSIBILITIES

Day 1



INTRODUCTIONS

CTA AND NEA STAFF



Day 1





Day 2

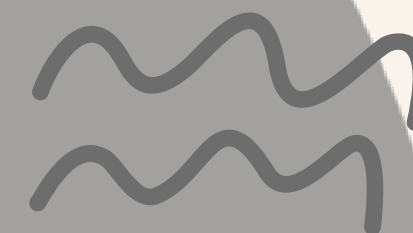


CALIFORNIA TEACHERS ASSOCIATION

OUR MISSION

The California Teachers Association exists to protect and promote the well-being of its members; to improve the conditions of teaching and learning; to advance the cause of free, universal, and quality public education for all students; to ensure that the human dignity and civil rights of all children, youth and adults are protected; and to secure a more just, equitable, and democratic society.

www.cta.org



UNLOCKING YOUR CHAPTERS POTENTIAL WITH MEMBER BENEFITS

Unlock the full value of CTA and NEA Member Benefits. During this strand, members will learn about the many financial wellness, insurance, retirement, travel, and mental health resources available to them, while also gaining ‘key’ strategies for using these benefits to strengthen member engagement, communication, and organizing efforts within their chapters.

INTRODUCTIONS



MEMBERS:

- INTRODUCE YOURSELF TO YOUR TABLE MATES
- WHAT IS YOUR ROLE IN THE UNION
- WHAT IS ONE KEY TO YOUR SUCCESS AS AN EDUCATOR THIS YEAR?
- ONE PERSON FROM THE TABLE WILL SHARE ONE KEY TO SUCCESS

CTAMEMBERBENEFITS.ORG

NEAMB.COM/START

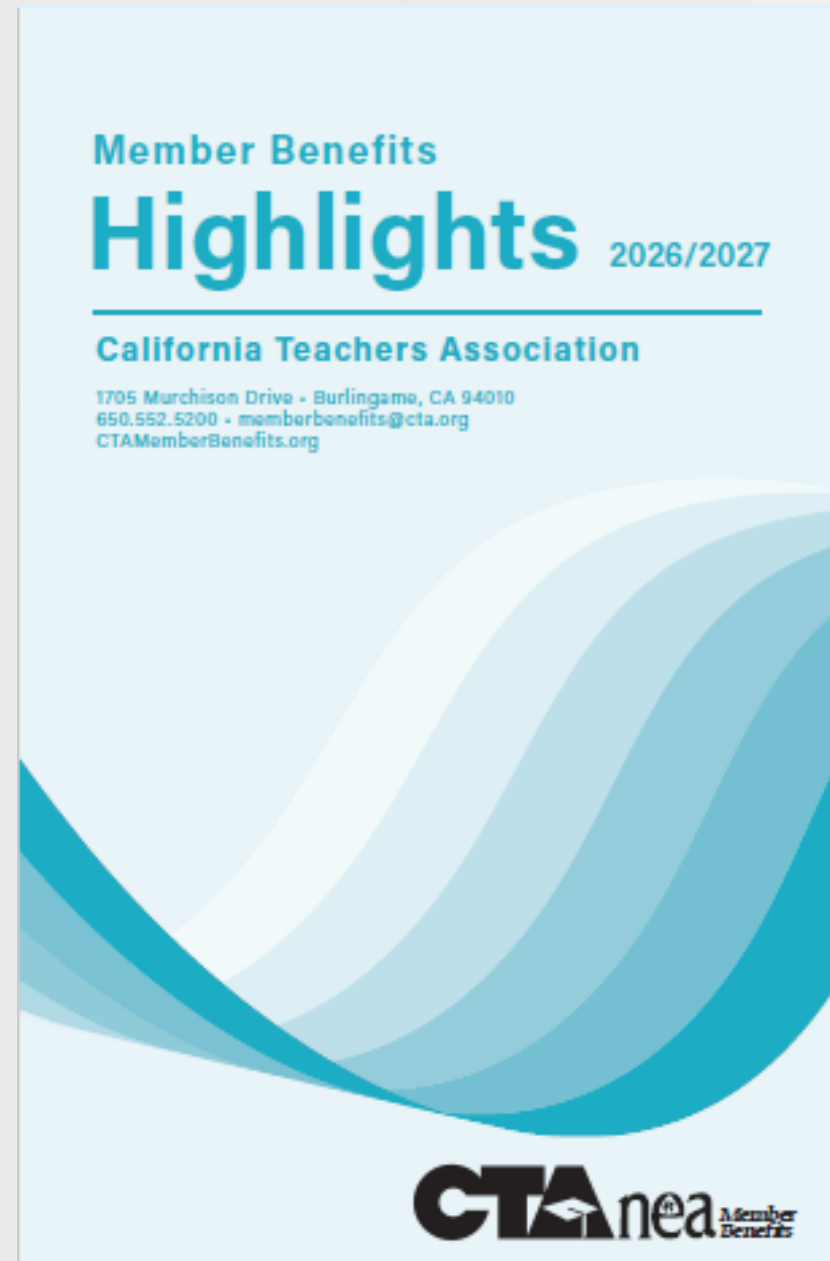


Day 1





Unlock CTA Member Benefits



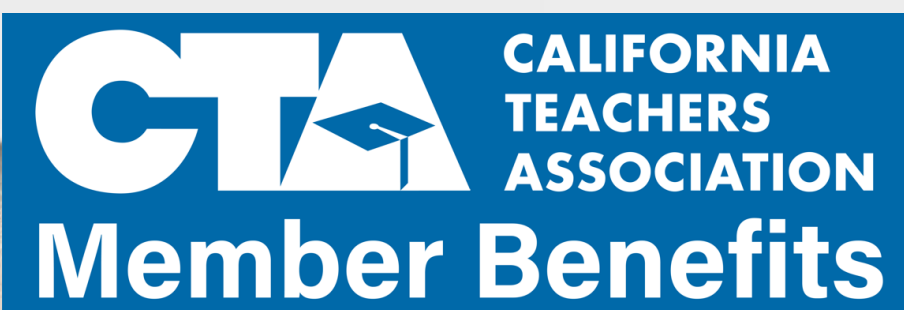
Website:

www.CTAMemberBenefits.org

- **Need your 10 digit CTA ID Number**
- **CTA MB Direct Line: 650.552.5200**

Department e-mail:

memberbenefits@cta.org





Unlock NEA Member Benefits

Website:

www.NEAMB.com/start

- **NEA MB Member Advocacy Center:
1.800.637.4636**



nea *Member
Benefits*

Keys to Utilizing NEA Member Benefits

Organizing, Engagement & Utilization

David Glenn
dglenn@neamb.com
CTA Summer Institute
2026

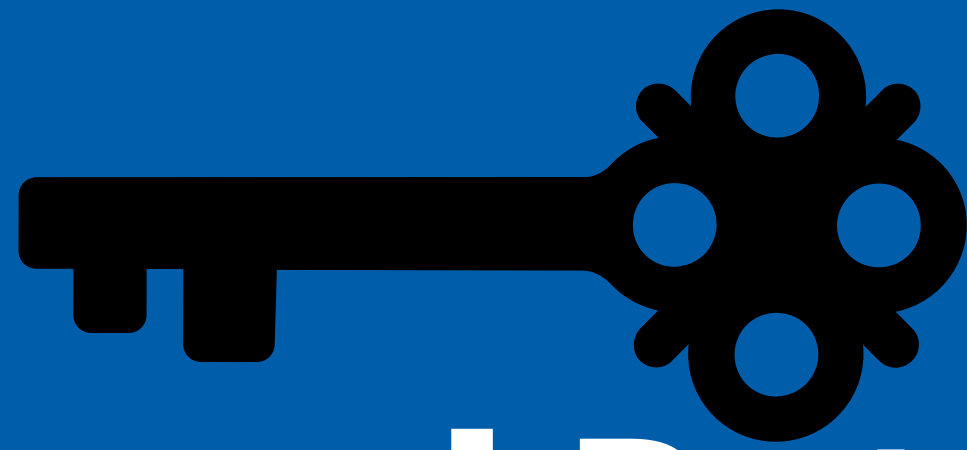


OUR MISSION

Make Members' Lives Better

OUR VISION

To add value to membership every day with resources to enrich all aspects of a member's personal life



Attract and Retain members

**by talking about the value
of your NEA and CTA Member
Benefits & Discounts**



Members Get More with NEA Membership



No-Cost Benefits

No-cost benefits provided by NEA Member Benefits and our partners:

- [NEA® Complimentary Life Insurance](#)
- [NEA Introductory Term Life Insurance](#)
- [\\$1,000 in Savings Dollars](#)
- [NEA Student Debt Navigator](#)
- [Two free magazine subscriptions with the NEA Magazine Service](#)



Savings and Discount Programs

Membership means more ways to save:

- [NEA® Customized Cash Rewards Credit Card](#)
- NEA Shop & Dine/Travel Program
- [NEA Discount Tickets](#)
- [NEA Wireless Program](#)
- [NEA Auto Buying Program](#)



Access to Exclusive Rates

Members get ***the lowest rates*** on quality insurance coverage.

- [Pet Insurance](#)

Members Get More at neamb.com/start

Resources

About Us

Search

Sign In

NEA® Customized Cash Rewards Credit Card
APPLY NOW

Thank you for your interest!

Take the next step to make the most of your membership.

Register Now



NEA Student Debt Navigator powered by Savi

Find Student Loan Debt Relief.

Find information about any forgiveness or cancellation programs you may qualify for, along with how much you can save.



NEA® Complimentary Life Insurance

Life Insurance. No Cost To You.

Eligible NEA members can get trusted life insurance protection for their families, at no cost.



NEA Disability Insurance

To All About NEA

Members can get up to \$10,000 to the NEA to help with the cost of their education.

At neamb.com/start, members can:

- Name their Comp Life Beneficiary
- Explore discount programs; Tickets, Travel, Marketplace
- Subscribe to one of our newsletters
- Sign-up for the sweepstakes...and much more

Trouble signing in?

Call the Member Advocacy Center

800-637-4636



Did you know?

When we engage members and get them to participate with their benefits, their collective loyalty to the association increases by nearly 14 points.

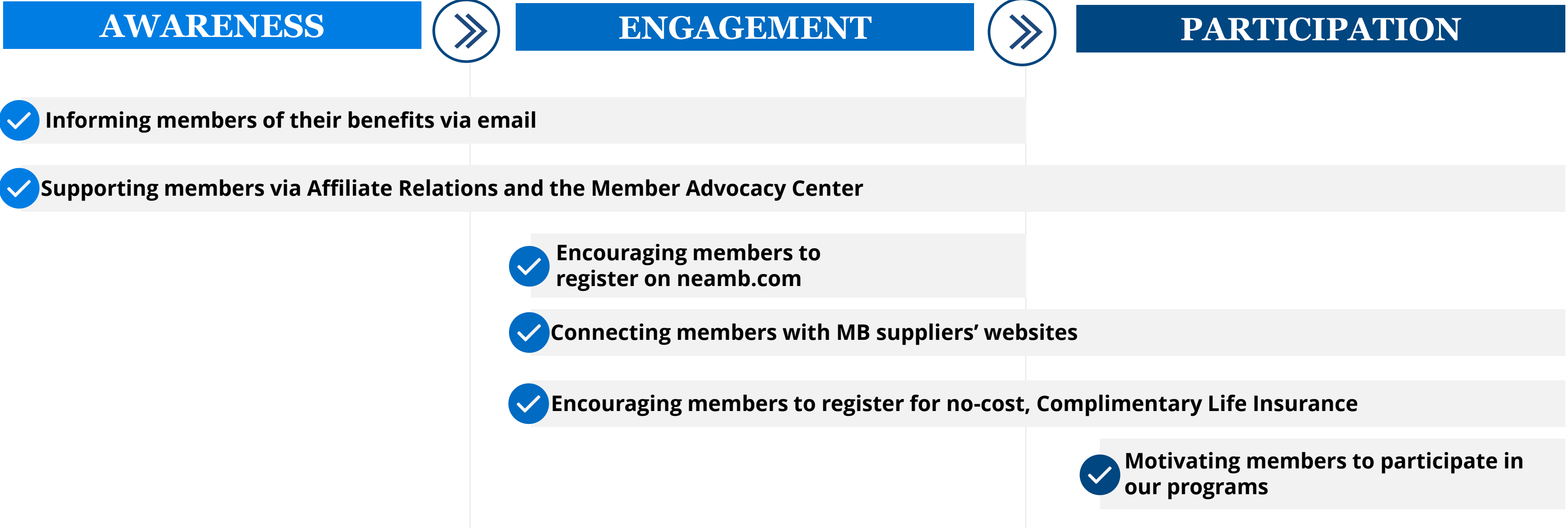


Our Loyalty Analytics work proves NEA Member Benefits positively impacts a members' association loyalty score. An example of the potential impact we have is shown above.

As of March 2023

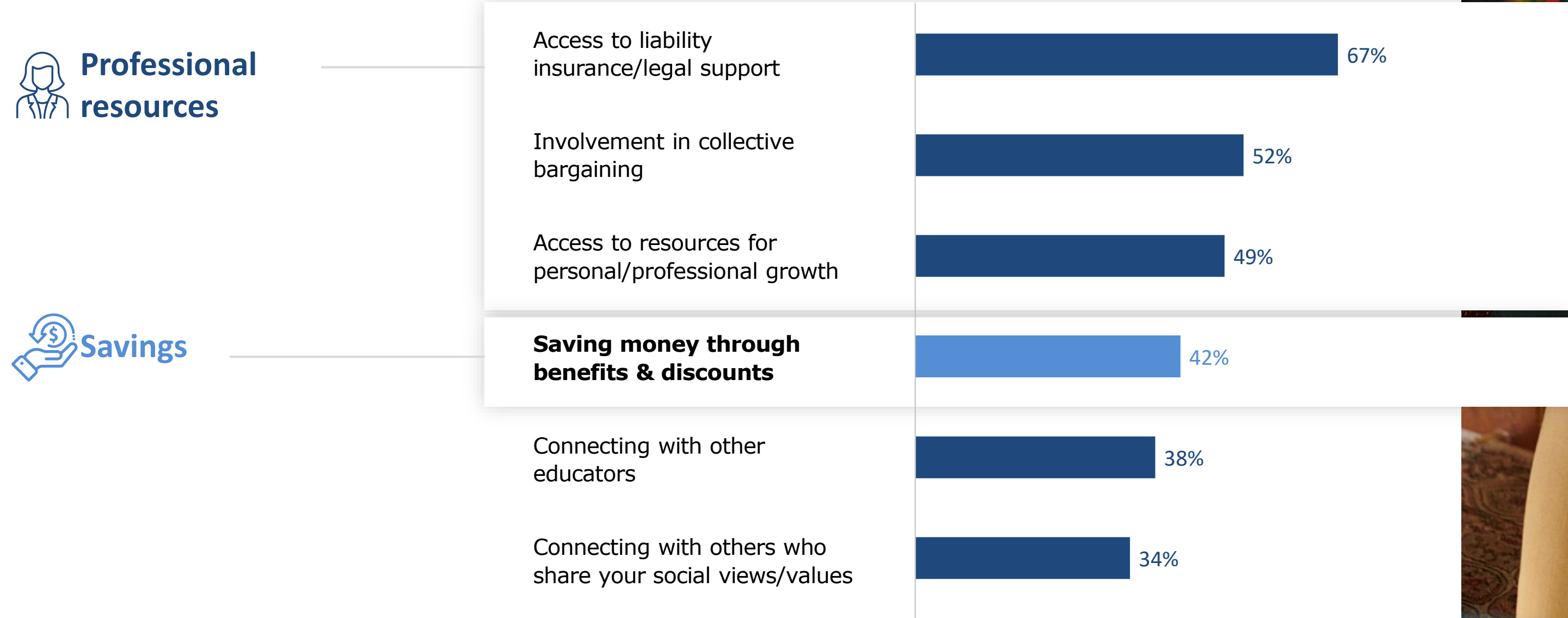
NEA MB supports Association loyalty for members in every state

We do this through:



NEA MB and State Association benefits can help attract new members to join the union

Top influences in deciding to join the NEA *(very/extremely influential)*





MEMBER BENEFITS SCAVENGER HUNT

STATION 1

MEMBER BENEFITS

- ☐ Register or log in to CTA Member Benefits – CTAMemberBenefits.org
- ☐ Assign your beneficiaries for the CTA Death and Dismemberment Plan

Find the Answer

What is one financial wellness or insurance resource available to members?

Bonus Activity**

- ☐ Take a selfie with the CTA Member Benefits homepage
- Extra Raffle Ticket

STATION 2 NEA MEMBER BENEFITS



Challenge

- ☐ Create or log in to your NEA Member Benefits account - WWW.NEAMB.com/start
- ☐ Assign your beneficiaries for the NEA Complimentary Life Plan

What discount or benefit category interests you most?

- ☐ Travel ☐ Insurance ☐ Shopping ☐ Retirement ☐ Other:



STATION 3

CALM



Challenge

- ☐ Activate or access the Calm app benefit

Find the Answer

Name one feature available in the Calm app:

Bonus Activity**

- ☐ Complete a 30-second breathing exercise
- Extra raffle ticket



STATION 4

Mydeals app



Challenge

☐ Download/Register or browse MyDeals discounts

Find the Answer:

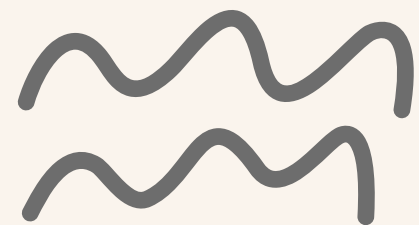
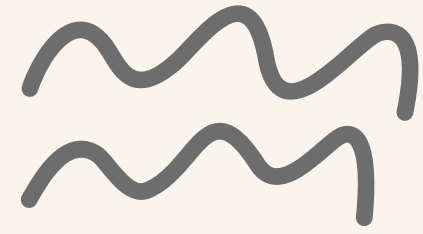
Find a restaurant nearby that offers a discount on MyDeals App:



STATION 5

PRIZE!

BREAK
15 MINS



Day 1





JULLIAN PEEPLES

CTA COMMUNICATIONS

LEAD WRITER/COMMUNICATIONS