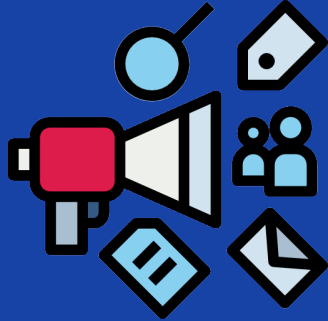


Communicating the Value of CTA Membership



Summer Institute 2026

Julian Peebles
Communications Organizer

CTA Mission Statement

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.



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A Voice and a Vote

One of the most compelling reasons to be a member is having a guaranteed voice and vote on important issues affecting your job, pay and working conditions.

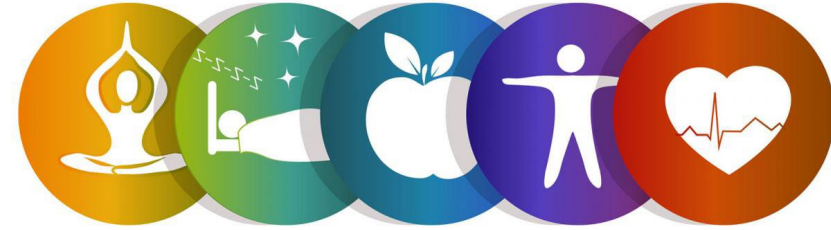
But there are many benefits of CTA membership that your co-workers may find useful and compelling.



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The Value of CTA



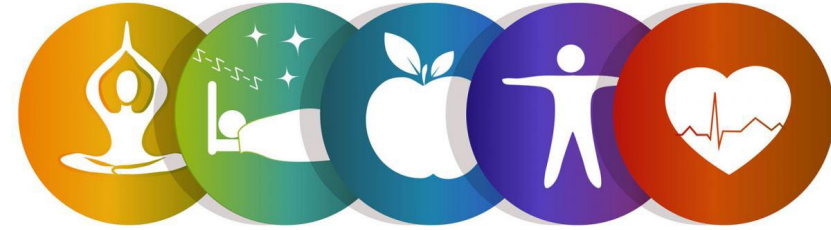
- Insurance (Auto, Home, Life, Disability, Liability)
- *Disaster Relief*
- Group Legal Services
- *Financial Services (Savings Plan, Financial Wellness Center, Credit Union)*
- Travel Discounts (Hotels, Rental Cars and Theme Parks)
- *Professional Development (Conferences, Workshops)*
- A network of 310,000 educators in the state and 3 million nationwide
- ***The most powerful union in California***



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The Value of CTA



- **Security**
- *Support During Crisis*
- **Advocacy**
- *Help Reaching Goals*
- **Recreation and Self Care**
- *Career Support*
- **Solidarity**
- *Strength*



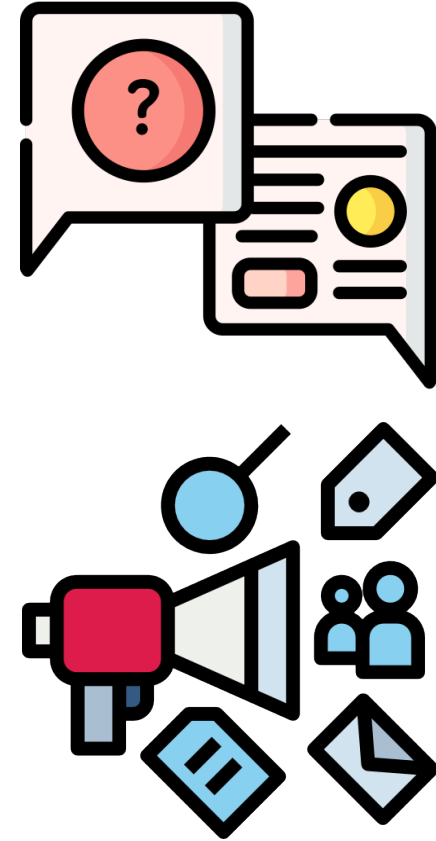
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Words Move People

What benefits do you use?

What experiences can you share?



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Spreading Your Words

Face-to-face (1 to 1 and group settings)

Social Media (Facebook, Twitter, IG, Pinterest, etc.)

Local Association Website/Newsletter

Fliers, “Collateral”

Podcasts

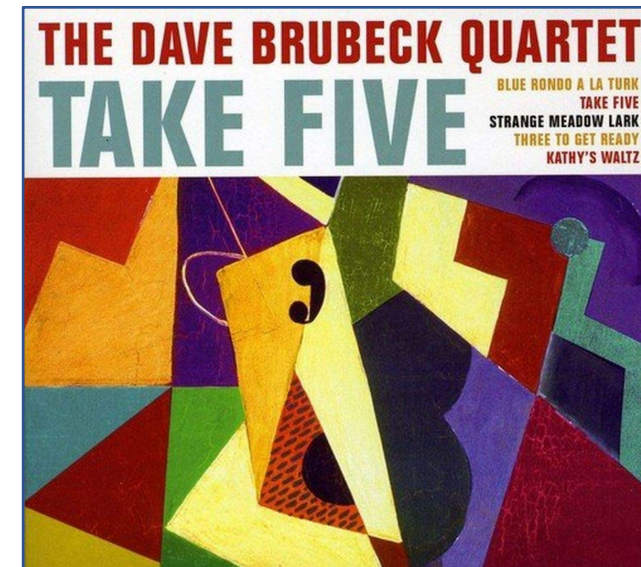


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Take Five: Share Your Story

1. Break into pairs.
2. *Share a personal experience with a CTA benefit that helped you.*
3. What ways you can share that experience with others and convey the value of CTA?
4. *You have five minutes. A couple groups will be chosen to share.*



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What is Your Message?

“CTA supports me on the job.”

“CTA helps my family save money.”

“When there was a crisis, CTA was there for me.”

“CTA helps me prepare for a secure future.”



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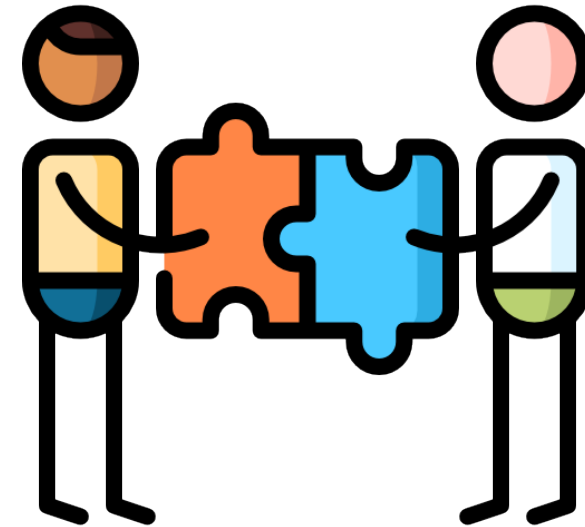
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Building It Out

“When there was a crisis, CTA was there for me.”



“CTA is like another family to me. When disaster struck, my union siblings reached out to me with help and support when I needed it most. I’ll never forget how much my CTA was there for me.”



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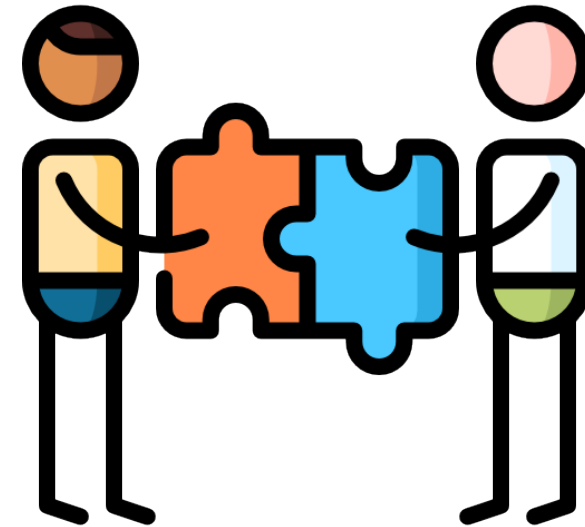
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Building It Out

“I learned about a grant opportunity from CTA.”



“My school won a music grant that I learned about from CTA Member Benefits. We used it to purchase new recorders for my music program! My union helped me do more for my students.”



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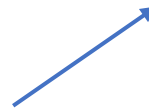
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Time to Testify

Take your personal message, built from your own story and experience, and use it to attract, inspire and organize others.

“Do you want \$250 for art and music at your school? We won a grant through CTA that allowed us to get some new instruments for our students. Apply today at <link>!”

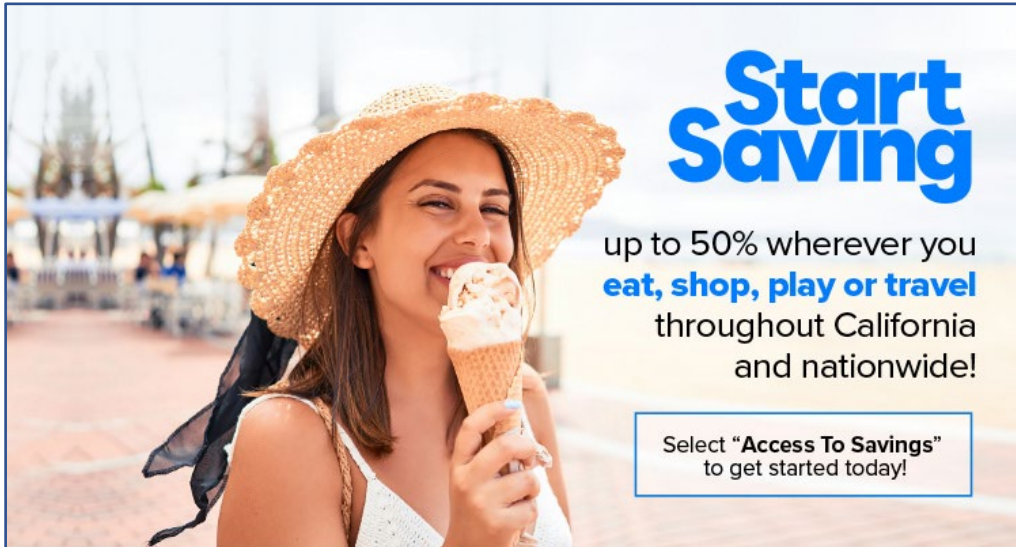
Include pre-made graphics, available at CTAMemberBenefits.org



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Campaign Opportunities



- Seasonal (Amusement parks/travel, retirement-related, supplemental healthcare)
- Safety/Security (Life Insurance, Disaster Relief, Strike Protection)
- Value (Travel, Entertainment)



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Campaign Opportunities



MB Organizing Leader Resource Center TOOLS & RESOURCES ▾

Limited Time Opportunity for CTA Members to Switch Disability Insurance Coverage with No Health Questions

[Note to Chapter Leaders: If you choose to use the article above for your newsletter or website, please use the article in its entirety and do not alter the text in any way other than to change the capitalization, typeface or point size to meet your publication's style guidelines.]



Home > Tools & Resources > Articles for Chapter Newsletters

Articles for Chapter Newsletters

Promoting CTA Member Benefits through your local chapter newsletter is easy. Just check out the newsletter articles drafted by CTA Member Benefits.



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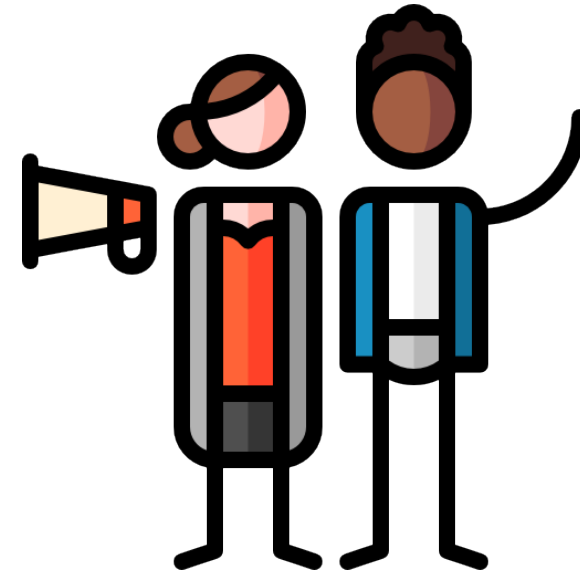
You Know Your Audience

What benefits are particularly compelling to your colleagues?

What values move them?

Are your fellow members inclined to use particular benefits, geographically or otherwise?

You know your colleagues best –
Do they have needs that their union can help fulfill?



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Be an Ambassador for CTA



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Our Stories Unite Us

Storytelling is a powerful organizing tool

Compelling stories resonate

Listeners identify with the people and situation

Shared experiences

Stories can build strong bonds



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Our Stories Unite Us

Your stories are compelling.

Think of how you would tell the story of how you became involved with your local association?

What about a story about a time when your union helped you with a problem or issue?

How would you tell these stories if you wanted someone to understand the value of CTA?



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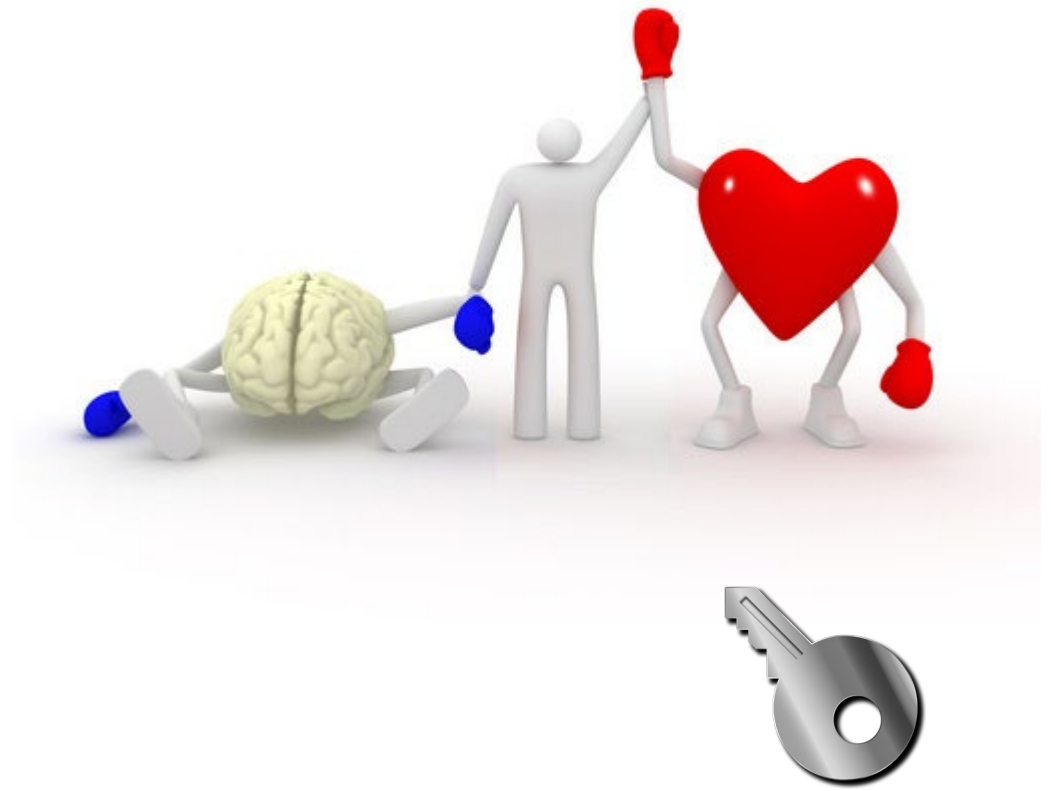
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Heart, Not Head

Facts and statistics don't move people.
Emotions and feelings do.

Focus on these when you tell your stories:

- How did you feel?
- What does/did it mean to you?
- Why is it important?



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The Elevator Speech

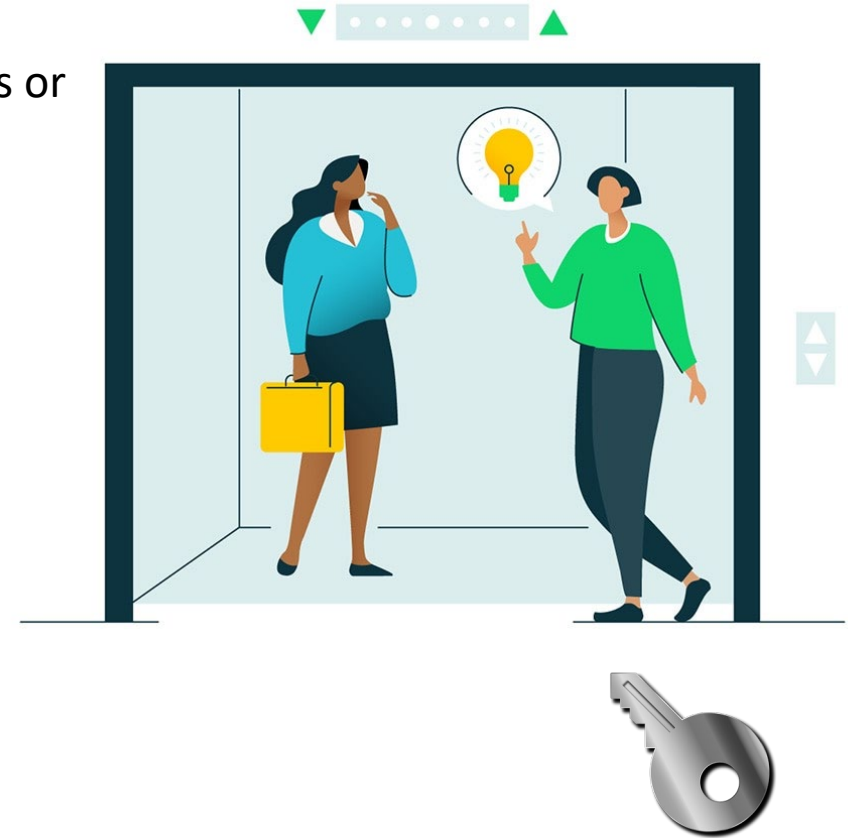
Tell your compelling story about the value of CTA in 30 seconds or less (about the length of an elevator ride).

Plan ahead (and practice) to make the most of your time.

Good stories need a beginning, middle and end. Remember conflict & resolution.

It goes fast! Make your point quickly and succinctly.

Always **Be Closing**. How can you include an ask?



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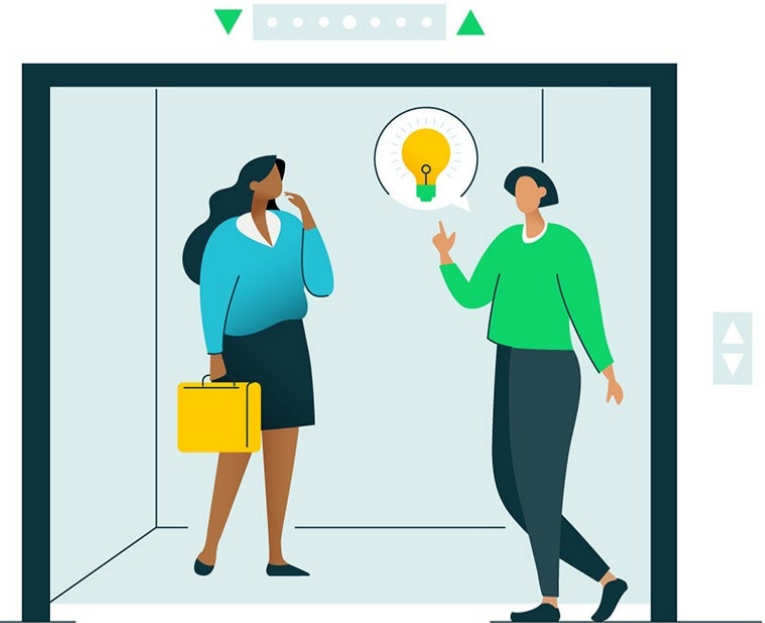
Exercise: Your Elevator Speech

Scenario: While eating lunch in the break room, you overhear a colleague saying that they are not a member of your local association.

Develop your Elevator Speech to share your story, convey the value of local/CTA membership and make an ask.

When you are ready to practice your speech, find a partner and give each other feedback. Refine your Elevator Speech.

*You have **15 minutes**. A number of you will have the opportunity to share.*



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Recap

Many ways to communicate the value of CTA.

Remember the values behind the benefits.

Spread the word and share your story in a variety of venues.

Use the available resources to complement and guide your work.

Be an ambassador for your local and CTA.

Plan ahead and craft your Elevator Speech to share your story and move people.

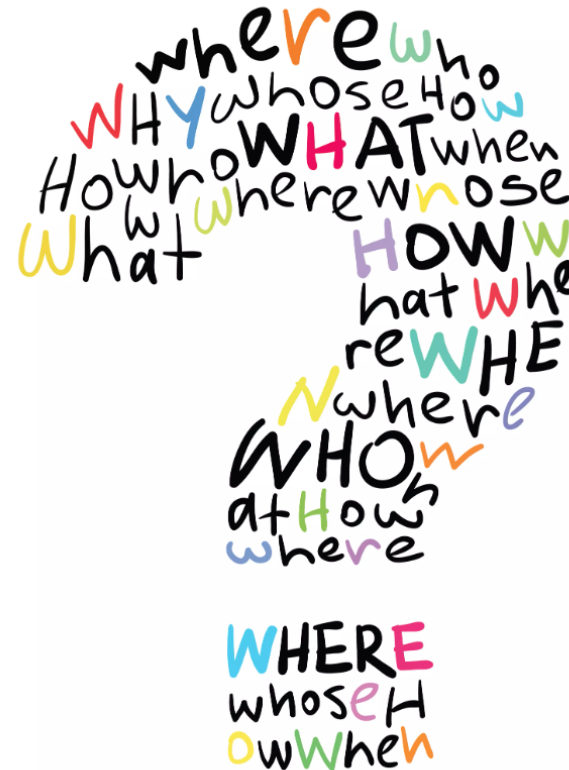
The Heart Compels <3



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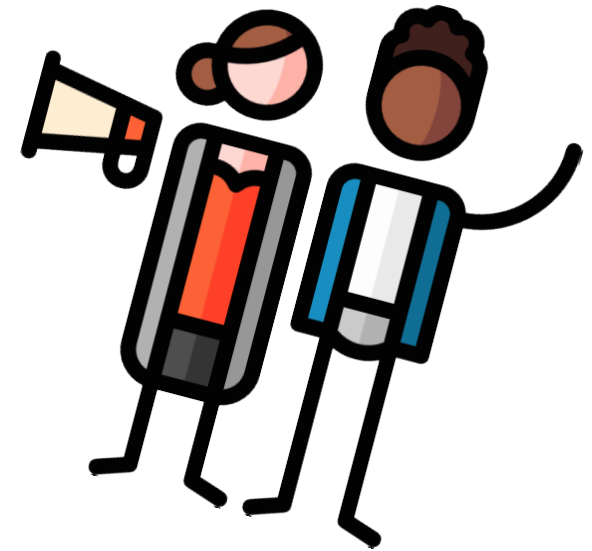
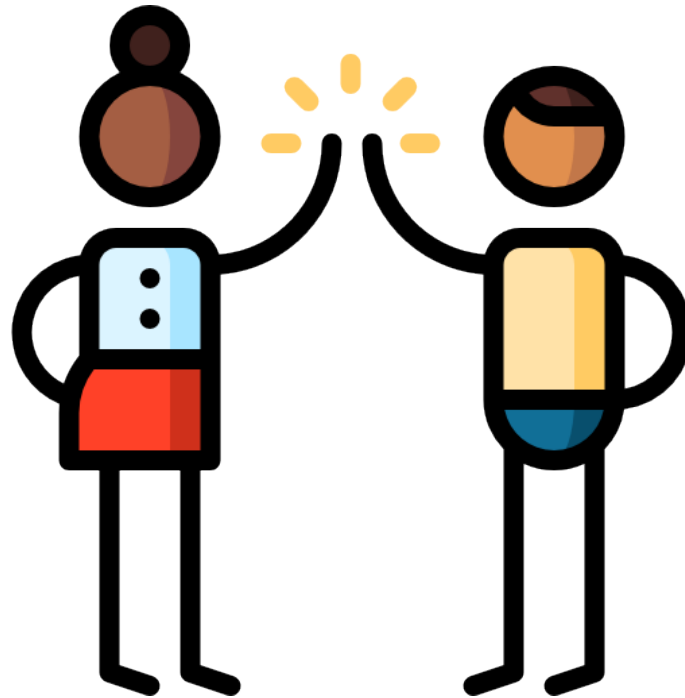
Questions?



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Thank You!



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