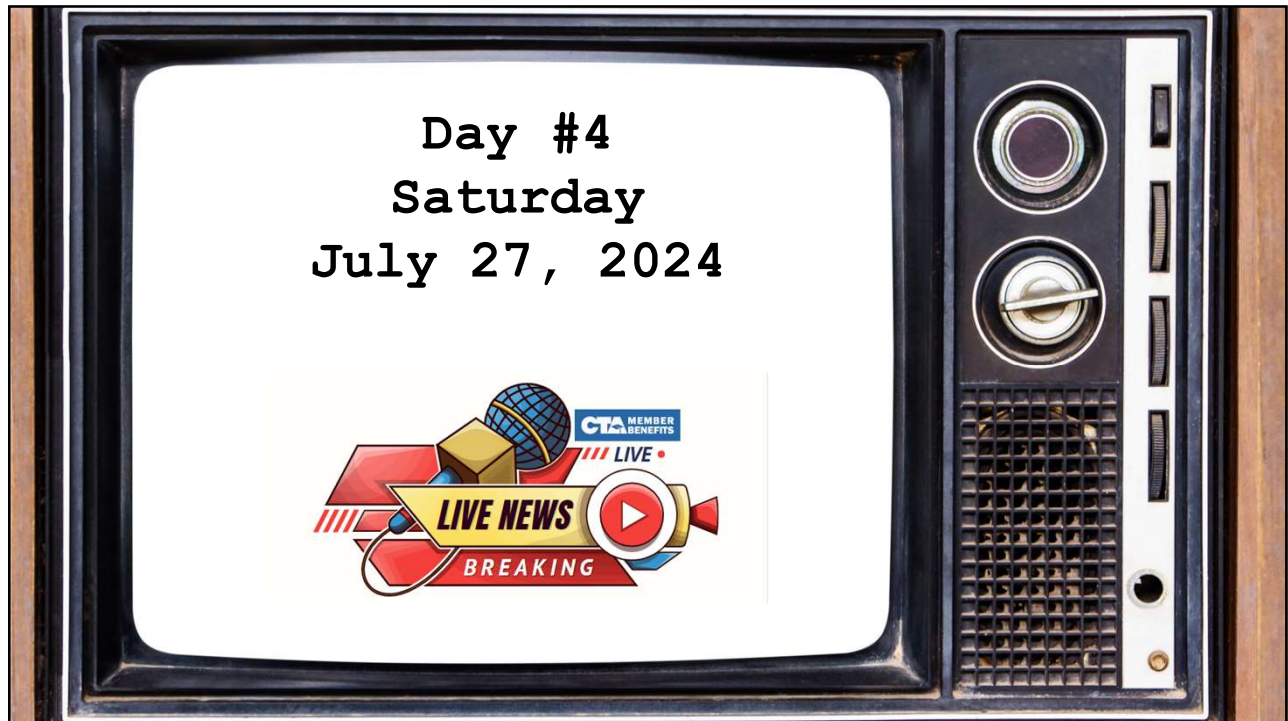




1



168

TOP NEWS OF THE DAY

Breaking news overnight

- Walk around the room with questions from the day before.

BREAKING NEWS

nea Member Benefits

CTA CALIFORNIA
TEACHERS
ASSOCIATION
Member Benefits

169

Agenda

- Financial News
- Discounts
- Travel
- CTA360 and Membership Data
- University Credits & Virtual Pass
- Creating an Organizing Plan
- Real Life Scenario

170



171

CTA Credit Union Services: Provident Credit Union

\$300 New Account Bonus

- ✓ Open a new membership with checking and earn \$300¹

Super Reward Checking

- ✓ Earns high dividends & ATM Rebates
- ✓ Access to 30,000+ free ATM's nationwide
- ✓ No minimum balance or monthly fee

Low Rate Auto Loans

- ✓ Includes a **0.125% rate discount** for CTA members
- ✓ Up to 100% financing of purchase price
- ✓ First payment deferred up to 90 days

Discounted mortgage rates

- ✓ No foreign transaction fee
- ✓ Includes a **0.125% rate discount** for CTA members
- ✓ Applicable on Fixed and ARM products
- ✓ Applies to both purchases and refinances
- ✓ Save thousands over the life of the loan

¹ Visit providentcu.org/cta for program details



172

CTA Credit Union Services: Provident Credit Union Giveaway 2024

California Teachers Association Giveaway

In honor of California educators, Provident Credit Union is giving a chance to win one of three prizes.

- Grand Prize: **\$2,500**
- Second Prize: **\$1,000**
- Third Prize: **\$500**

Enter the raffle at: providentcu.org/CTA

Entry period: August 1 - October 31, 2024

Winners will be announced: November 15, 2024

Contest Rules & Entry Form

Eligibility Requirements: Must be a CTA member residing in California. Visit the contest rules for more details.

CTA CALIFORNIA TEACHERS ASSOCIATION | PROVIDENT CREDIT UNION | CTA MEMBER BENEFITS | PROVIDENT CREDIT UNION

¹ Visit providentcu.org/cta for program details

173

CREDIT CARD FOR MEMBERS

NEA® Customized Cash Rewards Credit Card

Members receive:

- ✓ **For a limited time:** A member-exclusive online bonus offer of a **\$250 Amazon.com Gift Card** after making at least \$500 in purchases within the first 90 days of account opening (Students not eligible)
- ✓ Option to customize cash rewards by choosing to **earn 3% cash back** in one of 6 popular categories, 2% at grocery stores and wholesale clubs and 1% on all other purchases
- ✓ **Earn 2% and 3% cash back** on the first \$2,500 in combined choice category/grocery store/wholesale club purchases each quarter, then earn 1% thereafter

Learn more at www.neamb.com/250. Credit card offers may vary. Offers may not be available elsewhere. This credit card program is issued and administered by Bank of America, N.A.

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174

NEA Personal Loan

NEA® Personal Loan

Provider: First National Bank of Omaha

- Fixed For Life rates with no collateral required¹ Apply for amounts up to \$30,000
- Request loan terms between 36-72 months²
- Affordable monthly payments that can fit within your budget
- No annual fee, application fee, processing fee or pre-payment penalties
- Learn about consolidating your debt with a free loan consultation



 Learn more at www.neamb.com/start

175

Stretching Your Dollar:

CTA Access to Savings & NEA Discount Marketplace



The image features a vintage television set with a wooden-grain frame. The screen displays the text 'Stretching Your Dollar:' and 'CTA Access to Savings & NEA Discount Marketplace'. Below the text is a small image of a white piggy bank with blue floral patterns, sitting on a pile of gold coins. The right side of the television shows two circular speakers and a speaker grille.

176

CTA Access to Savings



• The Highlights pg. 3-5

- How to get started
 - 1. Visit www.CTAMemberBenefits.org
 - 2. Sign-up or Log-in
 - 3. Select Discounts & Travel
 - 4. Click on Access Discounts
- Once registered, download the MyDeals app
 - Organization name: CTA Access to Savings and your 10 digit CTA Member ID



177

Popular & Familiar Merchants

Quick-serve, Pizza, Casual Dining Brands

Shopping and Movie Brands

Automotive Brands

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178 | PROPRIETARY & CONFIDENTIAL TO ACCESS DEVELOPMENT • COPYRIGHT 2022

178

Popular & Familiar Merchants

Theme Park Direct Ticketing Brands

Hotel Brands

Airlines

Car Rental Brands

Cruise Brands

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179

SHOPPING & DISCOUNTS

NEA Discount Marketplace

Members receive:

- ✓ Savings at **3,500+** top retailers and restaurants
- ✓ Exclusive **cash back deals**
- ✓ A **\$10 welcome bonus** when they spend \$25 at any store through Discount Marketplace

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180

Visit neamb.com/start

The screenshot shows three main benefit cards on the landing page:

- Life Insurance. No Cost To You.** Eligible NEA members can get trusted life insurance protection for their families, at no cost. Button: Confirm Beneficiaries.
- Top Entertainment. All Right Here.** Members get up to 40% off tickets to attractions, concerts, sports, live events and much more. Button: Get Tickets.
- Getting Cash Back Is Easy.** Shop exclusive deals from over 3,500 retailers, online stores, restaurants and more with the NEA Discount Marketplace! Button: Shop Now.



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Step 1: Click "Shop Now"



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181

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The screenshot shows the 'Exclusive Deals for NEA Members' section with the following details:

- Text: Shop here to find the best discounts for teachers and educators at over 3,500 stores. Plus, get exclusive cash back deals only for NEA members. Spend \$25 or more at any qualifying Rakuten store, and receive a \$10 Welcome Bonus... just for joining!
- Video link: Watch this short video.
- Deals:
 - Kohls: 2% Cash Back
 - The Home Depot: 6% Cash Back
 - Home Depot: 12% Cash Back
 - Costco: 4% Cash Back
 - Lenovo: 8% Cash Back

The screenshot shows the sign-in/registration form with the following elements:

- Text: Sign in to ensure you have access to all of the benefits, discounts and services available to you as a NEA member.
- Text: Need a Member Benefits account? Create an Account
- Text: Not a NEA member? Join Now
- Form fields: Email Address (naa.jessica@gmail.com), Password (*****)
- Links: Forget Password?, Forget Login Email?
- Checkbox: Remember me
- Button: Sign In

Step 2: Explore Deals and Stores

Watch video for a quick and helpful overview!

Step 3: Sign In or Create Account to Access Deals



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182

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The screenshot shows a website interface with a search bar and a grid of 12 offers. The offers are organized into three rows and four columns. Each offer includes a brand name, a cash back percentage, and the text 'Everyday Deal'.

Category	Brand	Cash Back	Deal Type
Electronics	1800contacts	6% Cash Back	Everyday Deal
	100% Flite	2.5% Cash Back	Everyday Deal
	123inkjets	Up to 11% Cash Back	Everyday Deal
	123 OFFICE	3.5% Cash Back	Everyday Deal
Home & Garden	123RF	2.5% Cash Back	Everyday Deal
	15 FIFTEEN	4% Cash Back	Everyday Deal
	13 Deals	2% Cash Back	Everyday Deal
	123inkjets	5% Cash Back	Everyday Deal
Toys & Games	1800contacts	2% Cash Back	Everyday Deal
	100% Flite	3.5% Cash Back	Everyday Deal
	123inkjets	2% Cash Back	Everyday Deal
	123 OFFICE	3.5% Cash Back	Everyday Deal

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183

MB Travel Tips:

CTA Access to Travel,
CTA Car Rental Program &
NEA Travel Program

The image shows a man in a tropical setting, wearing sunglasses and a lei, holding a camera. He is standing next to a large, pink inflatable ring. The background is a simple, light-colored wall.

184

Compare hotel prices

ENROLL IN VENETIAN REWARDS FOR UP TO 25 OFF YOUR STAY. LEARN MORE

QUESTS & DATES
2 Guests
Jul 23 - Jul 27

SUITES & OFFERS
Select

CONFIRMATION
\$0.00

Select Your Suite

Enroll in Venetian Rewards when you book direct and save up to 5% [Learn More](#)

Palazzo Tower
Luxury King City View
720 FEET²

Save up to 5% when you enroll in Venetian Rewards [Learn More](#)

Summer Savings: Up to 33% Off
When you book 3 nights or more

\$334.08 / night
including resort fee*

Book Direct: Up to 25% Off
When you book 2 nights or more

\$368.00 / night
including resort fee*

Palazzo Luxury King City View Suite
✓ Free Cancellation


1 King Bed, 1 Sofabed Bed, 1 Sofabed Bed
720 sq. ft.

\$284
\$1,517 total for 4 nights
Includes Taxes & Fees

[Book Now](#)

185

CTA Rental Car Program



• The Highlights pg. 4

Without Code

RENTAL DETAILS [Edit](#)

Tue, Jul 23, 12:00 PM
Sat, Jul 27, 12:00 PM

→

PICK-UP & RETURN [Edit](#)

Harry Reid International Airport

With Code

Car Type	Without Code (Per Day)	Without Code (Total)	With Code (Per Day)	With Code (Total)
Midsize Toyota Corolla or similar Automatic, 5 People, 3 Bags	\$82.94	\$442.81	\$40.34	\$243.32
Economy Mitsubishi Mirage or similar Automatic, 4 People, 2 Bags	\$83.18	\$443.99	\$40.34	\$243.32
Compact Nissan Versa or similar Automatic, 5 People, 2 Bags	\$83.18	\$443.99	\$41.89	\$250.34
Standard Pickup 4WD Chevrolet Colorado 4WD or similar Automatic, 4 People, 3 Bags	\$84.00	\$448.05	\$41.89	\$250.34


186

TRAVEL

NEA® Travel Program

Members receive:

- ✓ **\$500 Travel Dollars** to lower the cost of domestic and international travel
- ✓ **Discounts** on rental cars, airfare, cruises, hotels, resorts and guided tours



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10/23

nea Member Benefits

187


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Getting Cash Back Is Easy.
Shop exclusive deals from over 3,500 retailers, online stores, restaurants and more with the NEA Discount Marketplace!

Save On Your Vacation.
Get free access to the NEA Travel Program and save up to 60% off travel, plus you will receive \$500 in complimentary Travel Dollars!

Dream It. Build It.
Take charge of your retirement planning. Explore our online investing tools or partner with a financial professional to help reach your goals.



neamb.com/start

Step 1: Click "Learn More"

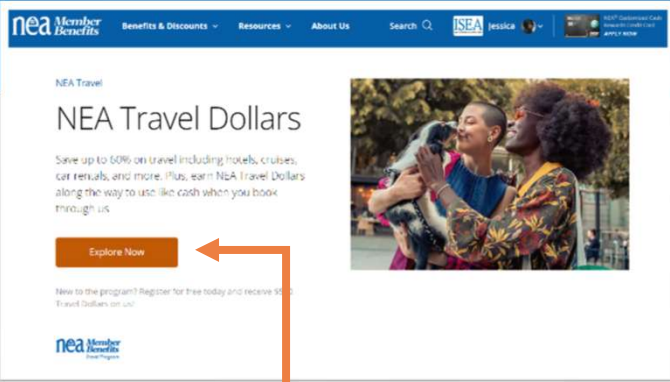
nea Member Benefits

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188

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NEA Travel Dollars

Save up to 50% on travel including hotels, cruises, car rentals, and more. Plus, earn NEA Travel Dollars along the way to use like cash when you book through us.

[Explore Now](#)

Sign in to ensure you have access to all of the benefits, discounts and services available to you as an NEA member.

Need a Member Benefits account? [Create an Account](#)

Not a NEA member? [Join Now](#)

Email Address:

Password:

[Forgot Password?](#) [Forgot Login Email?](#)


Remember me

[Sign In](#)

Trouble signing in?
 Call the Member Advocacy Center
 800-637-4636

Step 2:
 Click "Explore Now"


Step 3:
 Sign In or Create Account to Access Deals



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189

NEA Travel Dollars



Westgate Las Vegas Resort & Casino
 Las Vegas / Nevada / United States

Save -47%

\$149
Avg / night
without taxes & fees

Market Rate	\$952
Travel Dollars	-\$394
Your Total	\$558

including taxes & fees

Accommodation Information

Westgate Las Vegas Resort & Casino
 3900 Flamingo Road
 Las Vegas, Nevada, United States
 89109

Room(s)
 1 Room (Signature Room, 1 King Bed)
 2 Adults
 0 Children

3 Night(s)
 Check-in: Oct 16, 2023
 Check-out: Oct 19, 2023

**Rates valid on 9/18/23 and may have changed*

Retail Rate

Expedia	\$952
Hotels.com	\$952
Orbitz	\$952
Travelocity	\$952

including taxes & fees

NEA Members save 47% or \$394 off this hotel in Las Vegas


Price Summary

Retail Rate	\$952.35
Travel Dollars	-\$394
Subtotal	\$558.35

(Including taxes & fees: \$92.35)

Your Price **\$558.35**

Travel Dollars may be refundable and are subject to the cancellation and refund policies of the reservation. All refunded Travel Dollars will be set back to the original expiration date.



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190

NEA Travel Dollars

866.524.2807 MY ACCOUNT TRAVEL DOLLARS 2,200

My Benefits Shop Travel Cruise Hotel Resort Air Car Tour

Please Review your Selection (Change Car)

Midsize SUV
Jeep Liberty or similar
Make and model are not guaranteed
x5 x2 x2/4 A/C

Thrifty

Automatic Transmission
Unlimited mileage

Pick-up:
Mon, Nov 20, 2023, 10:00 AM
10255 West Zemke Road
CHICAGO
Car Rental Shuttle/In Terminal

Drop-off:
Thu, Nov 23, 2023, 10:00 AM
10255 West Zemke Road
CHICAGO
Car Rental Shuttle/In Terminal

[Proceed to Payment](#)

Base Rate \$202.14

Save 22% Travel Dollars **-\$64.00**
Savings is based on using 54 Savings Credits

Fees & Taxes \$101.61

TOTAL \$239.75

All Prices are quoted and charged in US Dollars, and your card will be charged at the time of booking.

NEA Members save 22% or \$64 off this car rental

**Rates valid on 9/18/23 and may have changed*

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191

NEA Travel Dollars

All rates are USD per person based on double occupancy

11 Night Southern Caribbean Cruise

Jan 16, 2025 - Jan 27, 2025 Ship: Odyssey of the Seas

Leaving from: Bayonne (Cape Liberty)
Returning to: Bayonne (Cape Liberty)
Ports of call: Bayonne (Cape Liberty), At Sea, At Sea...

Suite From: **\$3,562*** Balcony From: **\$2,163*** Outside Fr...

Special Offers Available:
Kids Sail FREE

Save up to **\$2,200** per cabin

[EXPLORE CRUISE](#)

NEA Members save \$2,200 off this Oceanview stateroom with a balcony

**Rates valid on 9/18/23 and may have changed*

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192

Competitor Analysis – Cruise Search

Royal Carribean 8-Night Cruise

*Rates pulled on 9/25/23 and are subject to change

nea Member Benefits
Travel Program

Best Price

2C Ocean View Stateroom with Large Balcony

Your Price: \$2,839

Expedia

8 night Caribbean

\$3,539

Costco travel

2C Ocean View With Large Balcony

\$7,625.16

priceline

Ocean View with Large Balcony

\$3,538

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193

Competitor Analysis – Hotel Search

3 Nights in Las Vegas

*Rates pulled on 9/25/23 and are subject to change

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Travel Program

Best Price

Mandalay Bay Resort and Casino

Your Total: \$272

Costco travel

Las Vegas Mandalay Bay Resort and Casino Package

\$360.15

priceline

Mandalay Bay

\$161

Expedia

Mandalay Bay Resort And Casino

\$179

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194

SHOPPING & DISCOUNTS

NEA Discount Tickets

Members receive:

- ✓ Savings of up to **40%** on theme parks (including Disney & Universal Studios)
- ✓ Access to **high-demand** concerts, Broadway shows and sports events
- ✓ Discounts on local **movie tickets**



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195

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The screenshot shows a navigation menu with four items: Life Insurance, Top Entertainment, Getting Cash Back, and Savings. The 'Top Entertainment' card is highlighted with an orange arrow pointing to its 'Get Tickets' button. The 'Getting Cash Back' card features a 'Shop Now' button with the Rakuten logo.

Step 1: Click "Get Tickets"



neamb.com/start

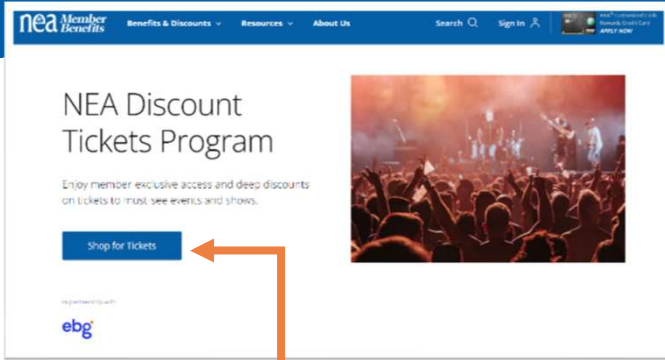


neamb.com/start

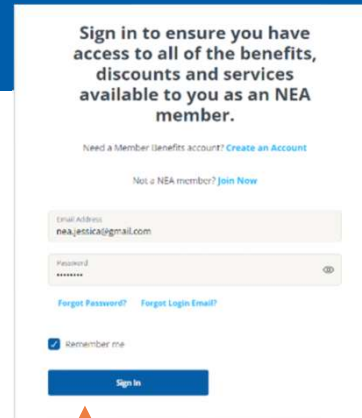
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196

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Step 2:
Click "Shop
for Tickets"



Step 3:
Sign In or Create
Account to Access Deals

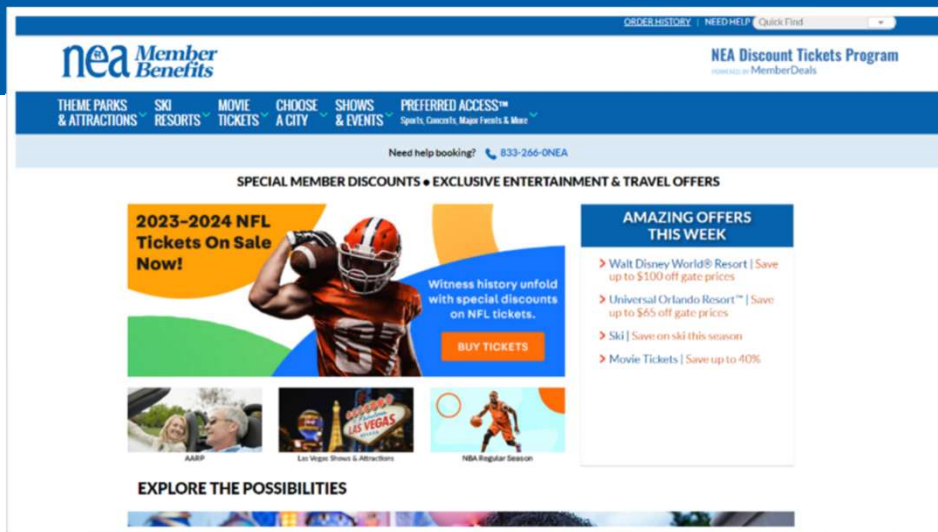


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197

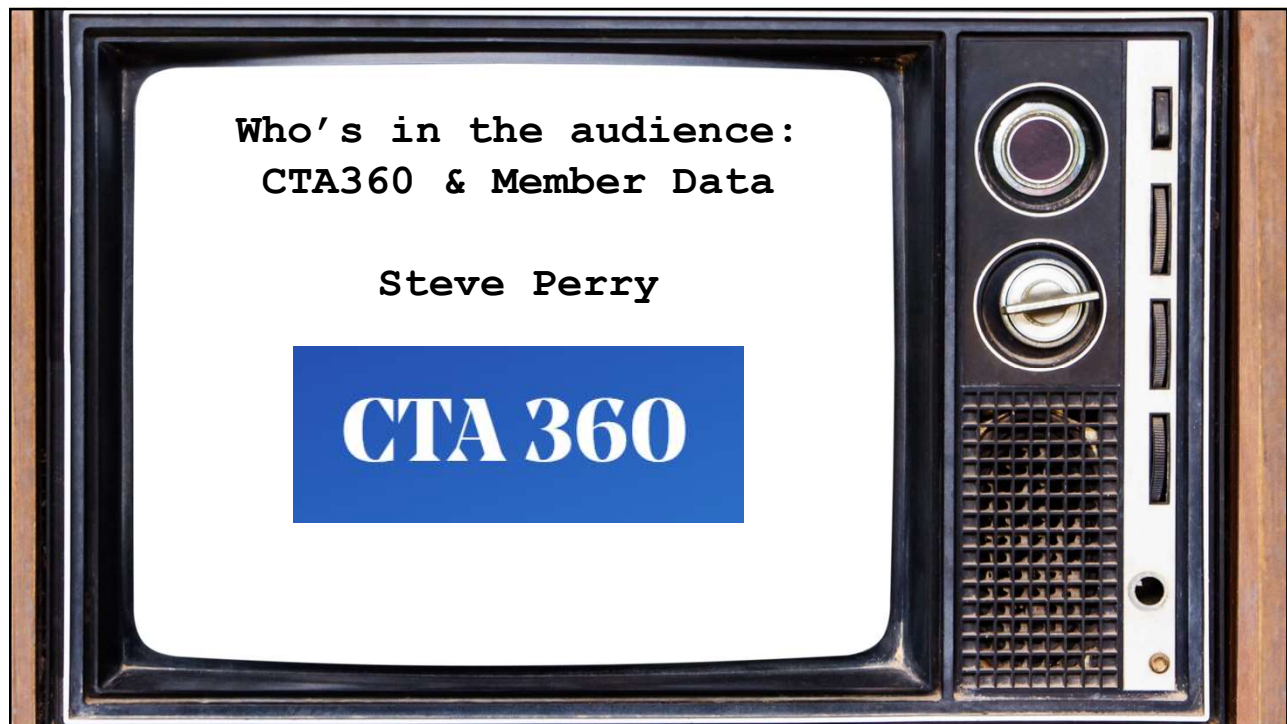
Visit neamb.com/start



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198



201



202

Talking About An Education: CTA University Credit Program



•The Highlights pg. 19

- The University Credit Program is a benefit to members attending CTA Statewide Conferences. CTA Members will be given the opportunity to accumulate the hours of professional growth needed to qualify for university credit units with CSU, Chico.

- Verify with your school district that they will grant credit and lane changes

BREAKING NEWS



203

Talking About An Education: CTA University Credit Program



•The Highlights pg. 19

•How to access it:

- CTA University Credit: www.cta.org/credit
- CTA Virtual Pass: www.cta.org/conferences/virtual-pass
- CTA Conference: www.cta.org/conferences
- Questions: VirtualPass@CTA.org

- Verify with your school district that they will grant credit and lane changes

BREAKING NEWS



204



205



206

Member Organizing & Engagement Guide

- Seasonal Ideas
- Anchors
- MB4U (Member Benefits For You)



207

MB4U (Member Benefits For You)

- First Tuesday of the month at 4:00 PM

Date	MB4U Topic
August 6, 2024	The Standard
September 3, 2024	CTA Retirement Savings Plan
October 1, 2024	University Credit Program
November 5, 2024	California Casualty
December 3, 2024	Access & Enterprise Discounts
January 7, 2025	Calm
February 4, 2025	Disaster Relief Fund
March 4, 2025	NEA Student Loans
April 1, 2025	Leader Resources
May 6, 2025	Provident Credit Union



208




209

SMART:
Specific

- Set real numbers with real deadlines.
- The goal is concrete and tangible, everyone knows what it looks like.
- Answers 5 W's:
 - What: What are you trying to achieve? What do you want to have gained by the time you accomplish your goal?
 - Why: Why are you looking to achieve this goal? Identify your motivations.
 - Who: who's going to be involved in achieving this goal? Is this something you can do alone or do you need others' help to do it?
 - Where: Where do you need to go to achieve your goal?
 - Which:

210



SMART :
Measurable

- Make sure your goal is trackable.
- Answers:
 - How much?
 - How many?
 - How will I know when it is accomplished?


211



SMART :
Achievable

- Work towards a goal that is challenging but possible.
- How can I accomplish this goal?
- What new insight, process or practice will make tis new level of performance possible?


212



SMART :
Relevant

- Be honest with yourself, you know what you and your team are capable of.
- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts and needs?
- The goal meaningfully contributes to larger objectives like the overall mission.

213



SMART :
Time

- This goal has a deadline or, better yet, a timeline of progress milestones.
- Assign a start and end date to your goal to encourage yourself to reach it with a deadline.
- Think about what you can do today, tomorrow months from now to achieve your goal.

214

Buckets / Common Themes

- At your table share what your chapter goal(s) are/is.
- Were there buckets of ideas or common themes?



218

Buckets / Common Themes

- At your table share what your chapter goal(s) are/is.
- Were there buckets of ideas or common themes?



Communications?



Site Visits?



Trainings?



Member Benefit Topic?



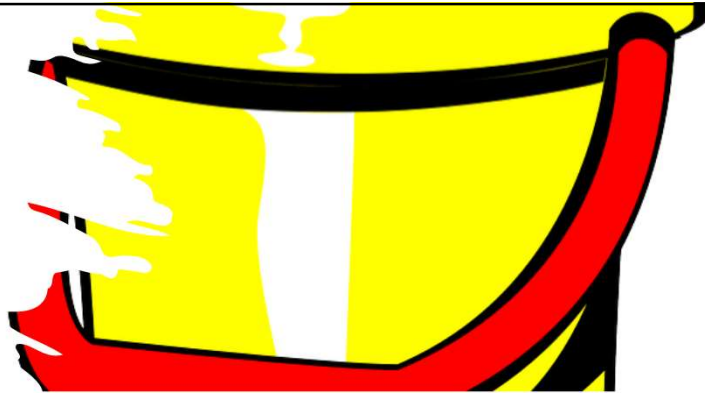
Site Reps?



219

My Engagement Plan

- Key messages and themes (what's the breaking news?)
- Medium/Messenger (how're you going to get it in their head? Newsletter, e-mails, bulletin board, chapter website, social media, in-person?)



220



My Engagement Plan

- **Pick a season:** Fall, Winter, Spring, or Summer
- **Pick a bucket:** Communications, Site Visits, Trainings, MB Topic, Site Reps, Other
- Identify the following:
 - **Goal:** SMART Goals (Specific, Measurable, Attainable, Relevant, Timely)
 - **What:** What are you going to do?
 - **When:** Be specific with month, day, time, location
 - **Who:** Audience, Presenters, Event Organizers
 - **Resources:** Be sure to include these in your budget planning process
 - **Marketing:** How will the event be promoted to ensure its success?



221

My Engagement Plan

BREAKING NEWS: OUR ENGAGEMENT PLAN

What	When	Who	Resources	Marketing



222



**Share a great IDEA you liked...
(or one of your own)**

224

Evaluation

- **Break down what you thought of the day:**

- **Emmy Winner:** Best thing I heard today?
- **Director's Cut:** Don't know why we talked about this (be brutal!).
- **Rebroadcast:** This is something I want my members to know.
- **Script:** Other feedback that's on your mind.



BREAKING NEWS

nea Member Benefits

CTA CALIFORNIA
TEACHERS
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Member Benefits