

## WHY UNION- ENDORSED MEMBER BENEFITS?

CTA and NEA Member Benefit programs are designed exclusively for educators and when members learn about these programs, they are excited to discover how association benefits can help them save money and find solutions for many of their personal and financial needs.

### GETTING STARTED

Numerous CTA & NEA Member Benefits programs are available to members – so many that, at first, it can feel a little overwhelming. To get started, survey your membership to find 1 or 2 areas of primary interest and promote those to start – such as retirement, insurance, financial services, travel, discounts, & more.

Request comprehensive trainings at [CTAMemberBenefits.org/trainings](https://CTAMemberBenefits.org/trainings).

### BUILDING RELATIONSHIPS

Whether it's finding new ways to engage members or adding something different to member recruitment campaigns, Member Benefits is one more way to get 1:1 conversations started and help uncover what matters to members most.

- Focus on the member: 80% listening versus 20% talking
- Delegate, delegate, delegate: "Train the trainers" to empower leaders

### TALKING ABOUT MEMBER BENEFITS

CTA/NEA membership offers both fun benefits, like travel, shopping, and financial discounts, as well as protections, like Educators Employment Liability (EEL) insurance, voluntary disability & life insurance, and the CTA 403(b) Retirement Savings Plan, just for starters. Develop talking points and practice role playing with your leaders to overcome tough questions and objections. We have access to these benefits because we all stand together in our Association.

### DEVELOPING A PLAN

Discover the CTA Leader Engagement Calendar for year-round, endless ideas to incorporate Member Benefits in your member engagement and recruitment plans: [CTAMemberBenefits.org/leaders](https://CTAMemberBenefits.org/leaders).

- Write it down (what/when/who/resources needed)
- Spread it out, continually engaging members
- We're here to help! Reach out to Member Benefits staff for any questions

### FIND OUT MORE

**CTA Member Benefits for Leaders:** [CTAMemberBenefits.org/leaders](https://CTAMemberBenefits.org/leaders)

**CTA 403(b) Retirement Savings Plan:** [CTAMemberBenefits.org/rsp](https://CTAMemberBenefits.org/rsp)

**NEA Member Benefits:** [neamb.com](https://neamb.com)