

Using CTA Member Benefits In your Chapter Organizing & Member Engagement Campaigns 2024-2025



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CTA CALIFORNIA
TEACHERS
ASSOCIATION
Member Benefits

Helping Chapter Leaders Connect With Members

Leaders play an important role in membership engagement, recruitment, and retention by helping members feel connected to our powerful voice for students and public education in California.

We understand the continuing demands on your time, so we've designed this engagement booklet to give you ideas for including bite-sized information in your own activities and communications.

We hope that you've had an opportunity to attend a "*CTA & NEA Member Benefits Programs and Services Overview*," where all details of the various member benefits were shared. As part of that training, you should have received a copy of the "*CTA Member Benefits Highlights*," which explains all of the programs and services. (This can be downloaded and shared with members.)



The brochure that you are holding in your hands, "*Using CTA Member Benefits in your Chapter Organizing & Member Engagement Campaigns 2024-2025*" is a supplemental piece to the "*CTA Member Benefits Highlights*" and is a roadmap of various ways to increase member awareness throughout the year in easy steps.



As leaders, the entire CTA Member Benefits department exists to help you succeed as you interact with your members. If there is anything we can do, please contact us.

Chapter Leader Resources

There are a number of resources to assist chapter leaders in member recruitment and retention, below are online resources to help.



CTA Resources

- CTA.org
- CTA.org/conferences: CTA hosts numerous conferences throughout the school year. CTA Member Benefits hosts FOUR Pre-Conferences during NEW North and South and GTC North and South.



CTA Member Benefits Resources

- CTAMemberBenefits.org
- CTAMemberBenefits.org/leaders
- 650.552.5200
- Visit CTA Member Benefits “*MB Organizing Leader Resource Center*” that has downloadable flyers, brochures, and videos to engage with members. There are also articles for inclusion in your member communications to increase member awareness of their benefits.



NEA Member Benefits Resources

- www.neamb.com
- 800.637.4636
- NEA Member Benefits has numerous resources on their website to help provide solutions to many members’ needs, goals, and objectives.

Fall: September, October, and November “Back to School Welcome!”



Fall is a great time to set the stage for continually engaging members throughout the year. Educate members, both new and seasoned, about the Member Benefits available to them with a Back -To-School theme. Whether it's deals on supplies for the classroom, savings at home, or professional liability protection, the beginning of the school year provides many opportunities to engage!

New Employee Orientations:

- AB 119 and SB 191 now make it easier for the union to request a list of new hires and participate in new hire orientations.
- Order materials for your New Employee Orientation.
- Invite **CTA Member Benefits, The Standard, and California Casualty** to your New Employee Orientation.

Follow-up with New Members:

- Visit brand new members and thank them with the **CTA Classroom Setup Grant** “\$300 Bill Thank You Card.”
- Visit those who did not join and invite them to join the chapter (the #1 reason educators don't join.....“nobody asked me”).
- Ask new members if they have student loans? If they recently graduated, student loans will have to start being paid back in November. Invite them to a virtual “**Generation Debt: Student Loan Forgiveness**” webinar.
- Newly hired members and district transfers have a special opportunity to apply for CTA-endorsed Voluntary Disability and Life Insurance without answering health questions from **The Standard**. Members must apply within 270 days from starting work. Learn more or apply at standard.com/cta/newhire.

Inform All Members:

- Welcome all members back by asking them to register on both the CTA & NEA Member Benefits websites.
- Encourage them to also name their beneficiary for both automatic programs, **CTA's Death & Dismemberment Plan** and **NEA's Complimentary Life**.
- The **CTA Access to Savings program** helps with discounts on school supplies, professional clothing, discounts at restaurants, and much more! Download the **MyDeals** app and help members save.
- Members have access to the **Calm App**, encourage them to register today.



My Action Plan, how I'll use this in my organizing:

Winter: December, January, and February “Holiday Shopping & Healthy Finances”



Winter is an ideal time to help members with valuable information about their member benefits and how it can help stretch their holiday budget. With a new year, many make New Year’s Resolutions around their personal financial health and goals, your Association has resources to help you succeed.

Holiday Themed Savings

- The **CTA Access to Savings** program helps members find savings on travel, hotel reservations, entertainment, and much more. Encourage members to use this valuable resource as they start their holiday shopping.
- Let **California Casualty** help with your member engagement and recruitment activities. Invite them to your building site rep. meetings.
- Whether you are traveling for the holidays or not, book your rental car through the **CTA Car Rental Program** through Enterprise.
- For the “person who has it all,” on your holiday shopping list, consider something from the **NEA Magazine Service**.
- Holidays can be stressful for many members and students. Encourage members to use the **Calm App** for meditation and centering practices.

New Year's Resolution Solutions

- ❑ Many members set a goal to “get out of debt.” Register and attend the **“More Month Than Money: Setting and Living Within a Budget”** webinar after the new year.
- ❑ Many members understand the importance of saving for retirement, but don't know where to begin. Take advantage of **The CTA 403(b) Retirement Savings Plan**, designed by CTA to benefit its members, giving them a vetted, quality retirement plan with low fees so they can keep more of their savings. Register and attend **“Educators Guide to a Successful Retirement”** webinar.
- ❑ Remind new members, they have 270 days to enroll in Life and/or Disability Insurance programs through **The Standard**.



My Action Plan, how I'll use this in my organizing:

Spring: March, April, and May “Spring Cleaning & Breaking”



Spring is a time of rebirth and rejuvenation as the weather becomes warmer and we spend more time outdoors. It’s a time to spring clean, vacation for Spring Break, and start winding down the school year. With end of year testing, retirements, and packing up the school, members will appreciate all of the member benefits available to them.

Financial Resources to Explore

- **Provident Credit Union** offers members a **Super Reward Checking Account** with a higher percent interest rate and a **new account bonus**. In addition, members can take advantage of an **exclusive .125% rate discount** on mortgage and auto loans.
- Help members get a “retirement pay raise,” by opening a **CTA 403(b) Retirement Savings Plan** or increasing their monthly contribution as chapter negotiations with salary increases are concluded.
- Members looking to purchase a new or used car should look no further than the **NEA Auto Buying Program**.
- Remind members to use **CTA Access to Travel** for their Spring Break for hotel discounts, car rentals, or their favorite in-destination activities.
- **CTA Car Rental Program** with Enterprise helps members save more when traveling.
- Remind members to use the **Calm App** for guided meditations, sleep stories, movement sessions and much more.

Encourage Membership in CTA/NEA Retired

- Many members are preparing for retirement. Hold pre-retirement seminars and promote continuing membership in **CTA/NEA Retired**. Additional benefits include **NEA Retiree Health Program, CTA Vision Discount Program, NEA Long Term Care Insurance** and many of the other benefits they enjoyed while active members.
- If members have Life Insurance through **The Standard**, they have 120 days from their last day at work to contact **The Standard**.



My Action Plan, how I'll use this in my organizing:

Summer: June, July, and August “Relax, Keep Momentum, and Plan”



Ah summer! A time to relax, rejuvenate, and enjoy. Whether you are catching up on your reading, streaming, traveling, or sleeping...enjoy! We hope you'll take time to evaluate your school visits, organizing campaigns, member engagements and evaluate your plans for next year.

Last Call For Benefits!

- As summer break begins, give one final reminder to members about their benefits under a theme of “Don’t Leave Home Without It!”
- Don't leave home without checking out hotel and resort deals, movie tickets, amusement park discounts, and restaurant savings through **CTA Access to Savings** and the **MyDeals app**.
- Don't leave home without booking your rental car through the **CTA Car Rental Program** with **Enterprise**.
- Prepare early by inviting **CTA Member Benefits**, **The Standard**, and **California Casualty** representatives to your New Employee Orientations.
- Order new **CTA Member Benefits publications** for use at **New Employee Orientations**.

Evaluate what went well

- As you visited members were there **common themes** of what you heard? Common themes among grade level or content? Common themes among new members, mid-career, retiring?

- Did you meet any members who **expressed an interest in becoming more involved**? CTA Member Benefits is a fun way to get introduced to **leadership opportunities** in the Association.
- Did you meet anyone, or do you have site reps or other leaders who might be interested in attending **CTA Summer Institute**? CTA Member Benefits hosts a week long strand where we explore all of the CTA and NEA Member Benefits, discuss how to integrate in member organizing and engagement, and how to communicate the value of membership.



My Action Plan, how I'll use this in my organizing:

“Helping Hand” Ideas



CTA Member Benefits also has a number of programs to help connect with members when they need it most. These ideas can be implemented at times of emergency or to strengthen relationships.

CTA Disaster Relief Fund

- When members' suffer losses due to natural and other disasters in California, CTA Member Benefits is there to help. Based on the members' loss, they may be eligible for a grant. Make members aware that this exists in the event of bad weather.

CTA University Credit Program

- CTA cares about our members and making sure they have access to high quality professional development.
- Verify with your school district that members can possibly move on the salary schedule by taking professional development through the **CTA University Credit Program.**

Anchors

- Anchors are a fun and creative way to let members know we appreciate and value their membership. Examples of Anchors are:
 - ☆ Giving a peppermint with a note, “Thanks for your commit “MINT” to your association.”
 - ☆ Give a bottle of hand sanitizer with a note, “Protecting the hands that teach the future.”
 - ☆ Give an apple with a note, “You’re the apple of our eye, thanks for being a member of NAME YOUR CHAPTER!”
 - ☆ Visit the *MB Organizing Leader Resource Center* for more ideas.



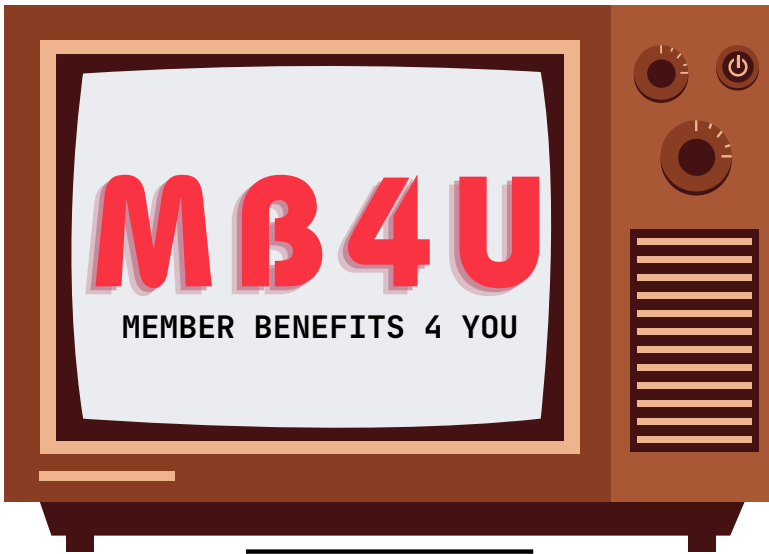
Webinars

With all of the member benefits available, it can oftentimes be overwhelming to remember them, that's why we host various webinars throughout the school year.

MB4U (Member Benefits For You)

- MB4U is a monthly webinar series where we highlight one member benefit each month and how members can access it.
- Click the QR Code to RSVP for those that are of interest.

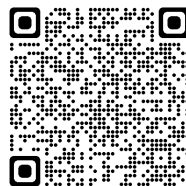
2024-2025 MB4U Schedule



TUNE IN EVERY FIRST TUESDAY OF THE MONTH AT 4 P.M. PST TO LEARN MORE ABOUT YOUR MEMBER BENEFITS. FEATURING SOME OF YOUR FAVORITE CTA PARTNERS!

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

REGISTER HERE



TO REGISTER VISIT [CTAMEMBERBENEFITS.ORG/MB4U](https://ctamemberbenefits.org/mb4u) OR SCAN THE QR CODE.

Great Ideas!



Member Benefits Eligibility Chart

To determine your eligibility to participate in CTA’s Member Benefits Programs, refer to the chart below. The chart illustrates the various membership categories provided by CTA. A “Yes” means that the particular membership category is eligible to participate in the specific CTA Member Benefits Program, an “S” means that the particular category is eligible to participate but with special applicable rules, and “No” means that the particular membership category is not eligible to participate in the specific CTA Member Benefits Program.

CTA Member Benefit Program	Active Full-Time (Includes CTA ESP)	Active Part-Time (Includes CTA ESP)	CTA Aspiring Educators	Retired Annual	Retired Life
CTA Death and Dismemberment Plan	Yes	Yes	Yes	No	No
NEA Complimentary Life Insurance	Yes	Yes	No	S	S
CTA/NEA Educators Employment Liability (EEL)	Yes	Yes	Yes	Yes	Yes
CTA Disaster Relief Fund	Yes	Yes	Yes	Yes	Yes
CTA Voluntary Group Life Insurance Plan	Yes	Yes	No	No	S
CTA Voluntary Group Disability Insurance Plan	Yes	S	No	No	No
CTA Auto Insurance Program	Yes	Yes	Yes	Yes	Yes
CTA Home Insurance Program	Yes	Yes	Yes	Yes	Yes
CTA Financial Services	Yes	Yes	Yes	Yes	Yes
CTA Travel, Entertainment and Purchasing Discounts	Yes	Yes	Yes	Yes	Yes
Vision Discount Program for CTA/NEA-Retired	No	No	No	Yes	Yes
Calm	Yes	Yes	Yes	Yes	Yes
Classroom Grant	S	No	No	No	No

This is a brief description of the CTA and NEA Member Benefit Programs. All benefits and eligibility requirements are subject to the terms of the plan certificates, Summary Plan Descriptions or custodial account agreement. The benefits described herein may be modified or terminated by CTA and NEA Member Benefits at any time.

Contact List

Automatic Benefits

Program	Provider	Telephone	Website
Calm	CTA Member Benefits	(650) 552-5200	CTAMemberBenefits.org/calm
CTA Death and Dismemberment Plan	CTA Member Benefits	(650) 552-5200	CTAMemberBenefits.org/dd
NEA Complimentary Life Insurance	NEA Member Benefits	(855) 632-5433	neamb.com/complife
CTA/NEA EEL Insurance	CTA Legal Dept.	(650) 552-5425	cta.org/legal
CTA Disaster Relief Fund	CTA Member Benefits	(650) 552-5200	CTAMemberBenefits.org/drf
CTA Travel, Entertainment and Purchasing Discounts	Access	(888) 818-5217	CTAMemberBenefits.org/access
Vision Discount Program for CTA/NEA-Retired Members	VSP	(800) 877-7195	CTAMemberBenefits.org/vsp

Voluntary Benefits

Program	Provider	Telephone	Website
CTA 403(b) Retirement Savings Plan	CTA Member Benefits	(650) 552-5200	CTAMemberBenefits.org/rsp
CTA Group Life Insurance	Standard Insurance Company	(800) 522-0406	CTAMemberBenefits.org/life
CTA Group Disability Insurance	Standard Insurance Company	(800) 522-0406	CTAMemberBenefits.org/disability
CTA Auto and Home Insurance Program	California Casualty	(866) 680-5142	CTAMemberBenefits.org/calcas
CTA Financial Services	Provident Credit Union	(800) 632-4600	CTAMemberBenefits.org/provident
CTA Rental Car Program	Enterprise Rent-A-Car	(650) 552-5200	CTAMemberBenefits.org/enterprise
NEA Member Benefits Programs	NEA Member Benefits	(800) 637-4636	neamb.com
CTA Credit Card Program	Bank of America	(888) 758-7946	CTAMemberBenefits.org/creditcard