

HOW TO USE THE CTA MEMBERSHIP COMMITMENT CARD

This How-To Sheet will provide tips and instructions for Locals to prepare for and start a CTA Commitment Card campaign

Is your Local ready for the CTA Membership Commitment Card?

Just follow these simple steps to determine if you're ready:

1. The Executive board together with the CTA staff person should formulate a campaign plan to talk to members about the Commitment Card. The Commitment Card campaign should be a "next step" in ongoing member engagement plans and not a first step. Develop a flyer or newsletter with key points and local successes to accompany the Commitment Card
2. Review your Local roster for accuracy of members' work locations and demographic information
3. Make any necessary member updates to CTA's Association Management System using one of the following Membership Tools: MyFalcon, CTA 360Pro, or CTA 360 Mobile App. If your Local does not have the ability to process the changes, the updates should be done at the RRC or UniServ office prior to generating the Commitment Cards
4. The staff person will coordinate with the Regional Manager to order the Commitment Cards

Components of the CTA Membership Commitment Card

Header: Displays the CTA logo, NEA logo, and the Local name acronym.

Membership Information: Displays the individual's Local, Employer, and Work Location information. Provide updated work location information in the space provided on the right.

Signature & Date: The active member must sign and enter a date on the form to complete the CTA Membership Commitment Card.

For Office Use Only: This section is to be used by CTA Membership staff only.

Individual Information: Displays the individual's name and contact information. Provide updated information in the space provided on the right.

Membership Authorization: This is the same language found on the CTA Enrollment Form for new members. This section outlines the terms of membership, indicates that membership dues will be deducted each pay period, and details the Maintenance of Dues provision where a member may revoke their dues obligation by notifying CTA during an annual window period not less than 30 days and not more than 60 days before the anniversary date of signing the Commitment Card.

Tips & Instructions for completing the CTA Membership Commitment Card

- Commitment cards are sorted by work location name, then by member last name. Individuals without a work location will appear at the end.
- Commitment cards are to be completed by existing members who have not yet committed to the Maintenance of Dues. Non-members interested in joining CTA, NEA, and the Local must complete a new membership enrollment form.
- When distributing the commitment card to a member, explain the reason for the card and help them understand CTA's new Maintenance of Dues provision.
- Ask the member to review their contact and membership information, make any necessary updates in the space provided, and then sign and date the card.
- Return completed commitment cards to: **CTA Membership Department, P.O. Box 4178, Burlingame, CA 94011**
- Additional Questions? Contact us at membership@cta.org or (650)552-5278