

MEMBERSHIP DRIVE FALL 2024



OPENING RAP TO SPEAK WITH NEW LAUSD EDUCATORS/NON-MEMBERS

Hello____, my name is (Your Name) and I am the elected union Chapter Chair here at (School/Chapter Name). It's nice to meet you! Welcome to this school and to your union, United Teachers Los Angeles, UTLA.

At this school we are proud union members. We know that everything we have gotten from LAUSD – pay raises, health benefits, and more is because we are all united in our Union.

You may have seen our 3-day solidarity strike with SEIU 99 in 2023. That was 60,000 SEIU and UTLA educators standing together. That power is how we won our largest pay raise in decades – 21% over 3 years, class size reduction, first-ever caseload reduction and caps in special education and more.

You benefit from everything we went on strike for, and won and standing together is how we are going to win even more in the next round of contract negotiations, which start later this year. We are preparing for those negotiations now, with all members being asked to identify their top issues. You will have a say in that.

Our power comes from every educator joining UTLA. So here I have the UTLA membership card for you to fill out.

OPENING RAP TO SPEAK WITH RETURNING/EXISTING LAUSD EDUCATORS WHO ARE NON-MEMBERS

Hello____, welcome back to another year. (Introduce yourself if necessary.) I noticed on my UTLA roster that you are not a member of UTLA yet.

THE ASK FOR BOTH NEW & RETURNING LAUSD EDUCATORS

ASK: Will you fill out this membership card and join UTLA now? (Hand the card to the non-member and pause after asking this question and wait for an answer.)

IF YES: Great! Here you go. Fill out Sections 1 and 2.

After they fill out Sections 1 and 2, move to Section 3 (see flip side).

SAY: Section 3 of the card is PACE – our Political Action Council for Educators. The law says that your union dues can't be used for political purposes, so we have PACE to advocate for education issues. The LAUSD School Board makes decisions on everything in our classrooms from curriculum, to testing, to hiring and dismissals, to hiring the superintendent, to voting to ratify our contracts. They are our boss and we have the ability to elect our bosses! This year, there are 3 of 7 Board seats up for election and we can each contribute a little bit, and have political power so that we can negotiate with school board members who support educators. So I am asking you to sign up for \$16 per month for PACE. (For substitute teachers, point out that no deductions will begin until they have served 100 days within a school year to gain their permanent status.)

ASK: Will you sign up for \$16 per month for PACE? (Pause after asking this question and wait for an answer.)

IF NO OR MAYBE TO SIGNING MEMBERSHIP CARD: Do you have questions about membership? (Answer any questions and concerns)

UTLA members have won everything in our contract because we stood together and forced LAUSD to agree. LAUSD doesn't need just some of us, but it does need all of us. That's what a union is, it's where our power comes from. What this means is that every single educator in LAUSD has a role to play in improving their working conditions. Being a union member is the ONLY way you are able to have a powerful union.

ASK (AGAIN): Will you fill out this membership card and join UTLA now? (Pause after asking this question and wait for an answer.)

QR CODE FOR ONLINE MEMBERSHIP CARD

