

HOW TO RUN A *PAC DRIVE* IN YOUR LOCAL ...

Consider your local...

Think about the size and structure of your local association. How will you be recruiting PAC members within that structure? Will each building have a building meeting? Will building reps be the ones making the ask? Will an officer from the local visit each building? Will you have a PAC chair in each building to conduct the recruitment drive?

Before you begin...

- Obtain a list of members of your local and identify which are PAC members and which are not. This will help you target first-time members, as well as members that you want to ask to increase their participation. Your president, treasurer, or membership chair can obtain this list.
- Review the list of PAC members and remember that as we organize we should start from the inside out. That means strategically looking at the list and identifying leaders in the local that do not give to PAC and being strategic about how and with whom you start targeting. Those leaders may be elected association leaders or others that you identify within your worksite. You can also recruit them to help make the ask after they have signed up.
- Run off copies of "Facts about PAC" and "Join PAC Today" to give to the members you speak with. Review the sheets so that you are comfortable with the information on them.
- If you plan on using paper PAC forms, ensure that you have enough. You can obtain paper forms from NJEA Government Relations in Trenton. If you think it is beneficial, consider pre-filling the forms so that all the member needs to do is add their Social Security Number (last four digits only), check the box, and sign the form.
- To use the online form, ensure that you have the proper URL to provide your members, or create a QR code and print it on small sheets or cards. NJEA Government Relations staff can help you with this.

The PAC drive...

- Use the 10 minute meeting script in your conversations with members. You can also use this script to train your building reps or PAC chairs.
- Create a structure to keep track of the conversations that you've had with members, and which members still need to be contacted.
- Work with your local association leadership to use existing meetings events to schedule time for PAC conversations

As you run your PAC drive...

Send your completed paper forms to NJEA Government Relations, 180 West State St, Trenton NJ 08607. Try to return them as quickly as possible. Remember that the last copy (goldenrod) is for the member to keep.