

CAMPAIGN LAB GRANT APPLICATION

Overview

Campaign Lab participants are eligible to apply for an annual grant of \$2,500. This grant can be used for general campaign expenditures such as t-shirts, printing costs for fliers and signs, food or refreshments at organizing meetings, training, or campaign events, and other general supplies.

This grant may not be used for:

- Direct contributions for a political candidate
- Direct payment for services to an individual that would require them to file a 1099 form
- Durable items such as laptops or LCD projectors

Internal and External Campaign Grants

Grants may be used for either internal (capacity-building) campaigns or external (issue-based) campaigns. Examples of internal campaigns could include membership drives, establishing and training worksite structures (such as building reps), building community support, and membership engagement to identify issues (such as town hall meetings and surveys). External campaigns create pressure on external targets (such as superintendents, school board members, or other powerful individuals) to comply with your demands around an issue.

First, choose the application that best describes your campaign - internal or external. Then, in the space provided, briefly list the activities you are planning for those phases of your campaign. Guides for both an internal and external campaign plan are provided for your reference.

Application Deadlines

- February 1st
- June 1st
- November 1st

To apply for a grant, you must first work with your coach to:

- Complete an assessment for your local
- Complete a [campaign plan](#) and submit a one-page summary of the plan.
- Decide if you would like your local or state affiliate to act as the fiscal agent for your grant. NEA will transfer your grant funds to the affiliate of your choice who will hold the funds until you are ready to spend them.
- Provide evidence in writing (email is fine) from your state or local affiliate that they are willing to act as your fiscal agent and that they have discussed with you any requirements they have for accounting purposes such as providing receipts. They must also be willing to submit a completed W-9 to NEA. NEA will provide you with the link for the W-9 once you have confirmed they are willing to act as your fiscal agent.

Once these tasks are complete, your coach should email all completed documents to Amanda Kail at akail@nea.org. Once reviewed and accepted, NEA will notify your local and your state affiliate of the pending award. Barring no objections from your state affiliate, you will receive a link to enter your grant

information directly into the NEA system. You will also receive a link for a W-9 form to be completed by your fiscal agent.

Campaign Lab Grant Request

Full Affiliate Name (no acronyms):

City, State:

Campaign Lead First and Last Name:

Campaign Lead Personal Email (*the link to input the grant request will be sent to this email*):

Is this campaign internal (capacity-building) or external (issue-based):

What is your campaign goal? This goal should be specific, measurable, achievable, relevant, and timely. We also challenge you to think about how your goal promotes inclusion and equity.

In the chart below, list how you plan to use the \$2,500 to achieve your goal.

Description of Cost	How it will help you achieve your goal	Estimated Cost (Must total \$2,500)

Full name of the affiliate (state or local) that will act as your fiscal agent. No acronyms:

You must request that this affiliate complete a W9 in order to receive the funds. Please include confirmation in writing (email is fine) that your state or local affiliate has agreed to hold the funds until you are ready to use them, and that you have discussed any requirements such as submitting receipts that they require of you for their own accounting protocols.

Please email this grant request along with a completed campaign summary form and an email confirmation from the affiliate who will act as your fiscal agent to Amanda Kail at akail@nea.org. Once your submission has been reviewed, you will receive a link to input your grant request directly into the NEA Blackbaud system along with the link for your fiscal agent to complete a W9.

Grant submission deadlines are November 1st, February 1st, and June 1st.

If you have additional questions or need assistance, please contact Amanda Kail at akail@nea.org.

External Campaign Summary Guide

Campaign Goal	We encourage you to use the SMARTIE framework to determine if your goal is Specific, Measurable, Achievable, Relevant, Timely, Inclusive, and Equity-Centered.
Campaign Phase	Phase Description
Establishment of Organizing Team	Campaign Lead creates a team that reflects the workers you are targeting for the campaign. This team agrees to meet regularly and is accountable for campaign success.
Planning	Internal preparation activities of campaign planning team. Examples include strategic campaign planning sessions, worksite mapping, obtaining worker lists, and conducting a power analysis.
Internal Organizing	Campaign team identifies, recruits, and trains worksite leaders to build and lead worksite action teams.
Kick-off	Campaign Launch. An event that announces the campaign publicly and engages members and other supporters in ways to get involved. This also includes recruiting, training, and otherwise preparing organizing and worksite action teams.
Low Risk/ Low Pressure Tactics	Tactics are a series of actions that build support for your campaign and increase pressure on your target towards your goal. Low risk tactics have a low risk of disciplinary action or retaliation. They also create very little pressure on your target. They are good for identifying and building support early in your campaign. Some examples include red shirt days and online petitions.
Moderate Risk/ Moderate Pressure Tactics	Tactics that turn up the heat on your target and test worker commitment to participation in higher-risk tactics (if necessary). Some examples include turnout with organized speakers at public meetings, public rallies, and walk-ins. These tactics should be covered by the media to increase public attention to the issue and pressure on your targets.
High Risk/ High Pressure Tactics	Tactics that will force a crisis for your target. Some examples include strikes, work stoppages, or acts of civil disobedience. You may or may not use these tactics in your campaign, but a good assessment of your power as a union is your ability to successfully execute higher pressure tactics if necessary (being “strike ready”). Because of the risk you and your coworkers face in using these tactics, they should not be undertaken without first conducting multiple structure tests using moderate tactics to ensure a supermajority are committed to participating.

Internal Campaign Summary Guide

Below are some suggestions of the phases of an internal capacity-building campaign. These phases are commonly used to prepare for an external campaign. You may use these phases in your summary or add your own.

Campaign Goal	We encourage you to use the SMARTIE framework to determine if your goal is Specific, Measurable, Achievable, Relevant, Timely, Inclusive, and Equity-Centered.
Campaign Phase	Phase Description
Establishment of Organizing Team	Campaign Lead creates a team that reflects the workers you are targeting for the campaign. This team agrees to meet regularly and is accountable for campaign success.
Campaign Planning	Organizing team works with the Campaign Coach to create a campaign plan with a clearly defined goal. This includes completing an assessment of your union and could also include a power analysis.
Lists, Mapping and Leadership Identification	Examples include obtaining employee lists, mapping worksites to identify membership potential, new leaders, and worker networks. May also include community mapping and identification of coalition partners if the campaign is focused on building community support.
Worksite Structure Building and Training	Examples include identifying and training new building reps, building worksite action teams, rep training, and contract action teams.
Worker/Community Engagement in Issue Identification	Examples include conducting surveys, canvassing, 10-minute building rep meetings, focus groups, and town halls, and building membership support for external campaigns through organizing conversations and small group meetings.
Development of Communications Infrastructure	Examples may include creating or updating a website, social media page, newsletter, creating online communities via platforms like WhatsApp, Facebook, Reddit, or Discord and forming teams to support engagement. It may also include working with your state affiliate to access subscriptions to organizing apps such as Hustle, VAN, and Mobile Leader, or running structure tests on member-to-member communication systems.
Development of Data Tracking System	Examples may include implementing use of Mobile Leader, Excel, or paper wall charts to track worker participation and campaign progress.

External Campaign Summary

Please list your goal, and briefly describe the activities planned for each phase of the campaign. Please also include dates. The dates can be approximate.

Campaign Goal		
Campaign Phase	Summary of Activities Planned	Dates (Can be approximate)
Establishment of Organizing Team		
Campaign Planning		
Internal Organizing		
Kick-off		
Escalating Tactics		
Win		

Internal Campaign Summary

Please list your goal and briefly describe what you are planning to do. Please use phase descriptions (see internal campaign summary guide above) and include dates. Establishing a team and creating a plan are required phases. The dates can be approximate.

Campaign Goal		
Campaign Phase	Activities Planned	Dates (Can be approximate)
Establishment of Organizing Team		
Campaign Planning		