

THE NEA CAMPAIGN LAB

Helping Local Affiliates Turn Issues into Winning Campaigns

The Campaign Lab is a professional learning community for locals that want to strengthen their organizing skills. It's for locals that want to build authentic coalitions with key strategic allies in their community. It's for locals that want to win on issues and understand that we can't do it alone.

Participating locals:

Have access to an online organizing training course: Participating locals will have access to trainings from the Berkeley Labor Center, AROS, the Midwest Academy, and NEA - depending on their specific needs.

Get support from a skilled peer campaign coach from elsewhere across the country

Join a peer support network with other locals nationally working on similar issues

Be eligible for matching grants to support campaign expenses

Learn how to recruit volunteers, build a local organizing committee or contract action team, design and implement campaign plans, and build sustainable education justice coalitions

Expectations for Participating Locals

- 1. Put together a team.** Teams of school and community activists from member locals are eligible to participate. Teams may include union members, affiliate staff, students, parents, and community members. A local affiliate may have a team of no more than ten. We encourage careful, intentional consideration of the make-up of teams, and attention should be given to establishing a team that reflects diversity in ethnicity, gender, age, organizations, and roles and responsibilities.
- 2. Apply to join The Campaign Lab** at [Campaign Lab Application](#).
- 3. Participate in monthly online coaching and networking sessions**
- 4. Create and run a campaign:** that prioritizes member engagement, building community coalitions, and advancing educational justice.



Learn more about
THE CAMPAIGN LAB



In Partnership with the Alliance to Reclaim Our Schools (AROS) <https://reclaimourschools.org/>
and the Midwest Academy <https://midwestacademy.com/>