

Regarding: The May Day Movement for NEA, A Draft

Date: May 2025

Introduction

There's an on-going need for a united pro-immigrant anti-racist working class politics in this country. Not only can workers and our communities stop the billionaire agenda, but we have the power to make a fair, just society.

We need to create a powerful connection among local, state, and national campaigns for the common good, transforming them into a [unified movement](#) that is greater than the sum of its parts. This need has always been present, but it is especially urgent now due to the influence of billionaire and authoritarian forces. There is also a growing awareness that we must act swiftly.

Some infrastructure already exists to support this effort, while other components will need to be developed. If we can mobilize a critical mass of participants, this campaign can influence the policy agenda for the 2028 presidential election and make an impact in cities, towns, and states across the country. Ultimately, our goal is to create a robust, interconnected, and supportive social justice movement that we can pass on to future generations.

Below are the Outcomes of the Campaign:

Common Good Outcomes

- District, County, and/or city level common good policy and union contract wins.
- We win governing majorities on District, County, city level, and state level.
- State level common good policy wins.
- National level common good policy wins.
- Various social justice movements support each other's common good demands.

Organizing and Mobilization Outcomes

- **Coordinated Action Muscle:** We exercise local, state, and national coordinated actions muscles.¹
 - **2026 National Day of Action:** 1500+ cities/towns join the May 2026 Day of Action (this would be a day of action for most of these places since most will not be May Day Movement Campaigns).² NEA will have 1000 locals join the May Day Movement's 2026 National Day of Action.

¹ It will be important to both include places that have energy for this and to build in strategically important places. We expect that we will have to actively recruit some places to be engaged in this effort due to their strategic importance (i.e. they are in a congressional district with a lawmaker that is key to our policy agenda).

² 2025 May Day Outcomes: Total Events 1344; Count of States 50; Count of Cities 1085.

- **2028 National Day of Action:** 5,000 cities/towns join the May 2028 Day of Action.³
 - UAW strike.
- **May Day Movement Local Campaigns:** 250 cities/towns have escalating common good campaigns that run from now through 2028.⁴ We can call these campaigns May Day Movement Campaigns. NEA will have at least 100 May Day Movement Local Campaigns (as defined on page 5) by 2028.
 - 2025: 15-30 NEA May Day Movement Local Campaigns
 - 2026: 40-80 NEA May Day Movement Local Campaigns
 - 2027: 100 NEA May Day Movement Local Campaigns
 - 2028: 100+ NEA May Day Movement Local Campaigns
- **Seed Campaigns in Strategic Places:** Locate May Day Movement campaigns in strategically important states and congressional districts to achieve common good policy victories. [Where? Why those states/districts?]
- **All Sectors and Groups:** Build a movement that includes all parts of the social justice movement. Within NEA, our campaigns must include students, educators, families/caregivers, and the community.
- **Depth and Breadth, Urban, Suburban, Rural:** Build May Day Movement campaigns in hundreds of places (250) and create onramps for thousands of places (5000 by 2028) to take part in visible actions. It is critical that we take action in urban, suburban, and rural locations.
 - By 2026, NEA will have 150 locals in our Campaign Lab Foundation cohort⁵ that will be aligned with the May Day Movement. The Campaign Lab Foundation cohort will have local campaigns and will join state and national actions. 20% of these locals will be in rural locations.
 - 1000 NEA locals to join the May Day Movement's 2026 National Day of Action.

Structural & Support Outcomes

³ There are 19500 cities and towns in the United States.

⁴ 250 is for the entire May Day movement; that number was not created in any scientific way.

⁵ The NEA Campaign Lab has two major sections - 1) Campaign Lab Foundation, where locals new to campaigns run campaigns cycles and build high participation locals. 2) Campaign Lab May Day Movement Locals that have high participation locals and are committed to the items on page 4, under '*What it means to be an NEA May Day Movement Local Campaign*'

- **Campaign Lab:** The Campaign Lab will support locals in our Campaign Lab Foundation cohort⁶ that will be aligned with the May Day Movement and the [Campaign Lab](#) will support May Day Movement Campaigns.
- **Breadth NEA Structure:** Structures will be created to support 1000 NEA locals to join the May Day Movement's 2026 National Day of Action.
- **Network:** Highly connected network of local and state leaders and staff that are leading May Day Movement Campaigns.
 - Two in-person convenings per year.
 - Every other month calls with May Day Movement Campaigns
 - Leader and staff network established and supported.
 - NEA leaders and staff are connected with other union and/or community leaders and staff.
- **Supports:** Strategic planning, funding, cohorts and connections, coaching, and training provided to the May Day Movement Campaigns.
- **Onramp Structure:** A strategy and structure will be created to support local union and community organizations without May Day Movement campaigns to have a way to support the May Day Movement via actions and beyond.

Synthesis of NEA's Vision for the May Day Movement

Like the workers' movement in 1886 that called for an eight-hour day, we have an opportunity to demonstrate our collective vision for a society that provides union rights, immigrant and civil rights, housing, healthcare and fully funded schools for all.⁷

- The spearhead of the May Day Movement within NEA will be a core set of locals and state affiliates that are committed to building May Day Local and statewide Campaigns (as defined below), with a deep emphasis on building high participation locals. These locals, together with their state affiliates, will recruit other affiliates to engage in state and national structure tests.
- We believe in democratic, grassroots, bottom up organizing led by labor and community organizations on the ground.⁸ We need to build a movement that includes all parts of the social justice movement. Within NEA, our campaigns must include students, educators, families/caregivers, and the community.

⁶ The NEA Campaign Lab has two major sections - 1) Campaign Lab Foundation, where locals new to campaigns run campaigns cycles and build high participation locals. 2) Campaign Lab May Day Movement Locals that have high participation locals and are committed to the items on page 4, under '*What it means to be an NEA May Day Movement Local Campaign*'

⁷ Jackson Potter, <https://convergencemag.com/articles/may-day-2025/>

⁸ <https://maydaystrong.org/>

- Some of the locals will be part of the State affiliate May Day cohort that is committed to common good statewide campaigns.⁹
- Our May Day locals and state affiliates will be highly networked with other May Day NEA and non-NEA locals and community organizations that are part of the broader May Day Movement Campaign.
- Our affiliates will work to get labor councils and other such formations on the local and state level involved in this campaign.
- We will train our members within the NEA ecosystem and within the broader May Day ecosystem.
- The US needs a national organizing committee dedicated to accomplishing the above - the May Day Movement fills this void.

May Day State Affiliates Role to Achieve the Above:

1. Support a cohort of NEA state affiliates¹⁰ and key locals who are engaged with core worker justice campaigns designed to improve the lives of the working class, including our members. These campaigns will be determined by each state and/or large locals in their states, in conjunction with a broad community coalition. The campaigns will include:
 - a. Union (or “expanded”) rights/protections for every worker
 - b. Increased wages for all workers (including tipped workers), and living wages for educators
 - c. Universal paid sick days
 - d. Affordable housing
 - e. Paid family leave
 - f. Universal school meals
 - g. Debt-free, high-quality public higher education
2. All affiliates should pursue a progressive revenue strategy in their state to build greater equality and provide funds for investments in our communities.
3. All state affiliates involved in a ballot measure campaign will work with the NEA Legislative Crisis fund team to develop their strategy and help fund their campaign.
4. Develop and execute state and local level campaigns in our states to improve wages and benefits for our members and/or the working class (E.g. increase local wages, increase ESP wages, etc). At least half of these campaigns will use Bargaining for the Common Good.
5. Define what it means to be an “high participation local” and put in place steps to support involved locals to achieve it. As much as possible, we will collaborate together on trainings and other supports.
6. Support our local affiliates to learn from each other, build community together, and to support each other. This will be supported by the [Campaign Lab](#) and the [Strategic Campaign Institute](#).

⁹ Campaigns will include: Union (or “expanded”) rights/protections for every worker Increased wages for all workers (including tipped workers), and living wages for educators Universal paid sick days Affordable housing Paid family leave Universal school meals Debt-free, high-quality public higher education

¹⁰ These state affiliates have signaled a desire to join this cohort: NC, MA, MD, CA, AZ, CT, WI, and NJ.

7. We will align this work with the [May day 2028 campaign](#).
8. We will align this work with the [Alliance to Reclaim Our School's](#) (AROS) [Quality of Life Campaign](#).
9. Invest in deep political education with 20 percent of statewide membership.¹¹
10. Elect true friends of labor and education, from the local to the national level.

To ensure broad involvement and engage of our locals and our members, we will

1. Involve a critical mass of locals in this campaign. A critical mass shall mean at least 10 percent of total membership are represented in the locals engaged in the campaign.
2. Pass a state affiliate board resolution or the equivalent endorsing our affiliate's involvement in the campaign.
3. Commit to recruiting members to a basic organizing training, such as [Berkeley's Skills to Win](#).

To ensure adequate capacity and coordination, we will

1. Hire or appoint someone to coordinate the campaign on a state level. This will be their primary job (90% +). Those without the resources to hire someone will apply to the Campaign to Promote, Protect, and Strengthen Public Education or Strategic Campaign Institute for funds.
2. The campaign will form a coordinating committee. One or more state leader and their campaign lead will meet monthly to strategize and provide updates to each other. This meeting will be facilitated by a state leader using rotating facilitation.
3. The Coordinating Committee will utilize NCSEA meetings to conduct deeper strategy sessions.
4. This will be a project of the NEA's Campaign to Promote, Protect, and Strengthen Public Education campaign.

May Day Movement Local Affiliate Role:

For all locals in states with a state affiliate that do want to be part of the May Day State Cohort and for local in states that do not have the capacity or interest, locals can participate in the campaign by committing to the following within the Campaign Lab (i.e. **What it means to be an NEA May Day Movement Local Campaign**):

- Actions
 - Commitment to taking visible action.
 - Commitment to building an escalating campaign to win education demands and common good demands (E.g. housing, living wage, health care, etc).

¹¹ Examples of books: On Tyranny (Timothy Snyder), How Fascism Works (Jason Stanley), Democracy Awakening (Heather Cox Richardson), The Sum of Us (Heather McGee), Merge Left (Ian Lopez Haney).

- Commitment to taking part in national and statewide days of action with the other May Day Campaigns inside and outside of NEA (whenever possible/strategic).
- Commit to lining up your contract (if possible).
- Commitment to taking visible action on May Day each year.
- Policy & Electoral
 - Commitment to winning a local, state, and federal governing majority or make gains in that direction (Elect true friends of labor and education).¹²
 - Organize and Mobilize for the May Day Movement's national policy demands.
 - Organize and Mobilize for state policy demands (if in a state that has a May Day Movement Campaign).
- Internal:
 - Commitment to building a high participation local.
 - Commitment to structured member organizing (CAT teams, rep structures, Skills to Win, etc).
 - Commitment to working towards majority membership and building a high participation local.
 - Commit to build strike-ready locals with specific goals.
 - And beyond.¹³
 - Majority of your local's board supports joining and being actively involved in the May Day Movement.
 - Commitment to recruiting other local affiliates to join this effort.
 - Invest in deep political education with 20 percent of local membership.¹⁴
 - Commit to tracking engagement.
 - Commit to using research to help define campaign targets.
 - Encourage and train locals to engage in democratized bargaining – a range of approaches that start with members being involved in shaping proposals to having silent representatives in bargaining, to true “open bargaining” where we invite the entire community into bargaining.
- Networking and Support
 - Commitment to attend strategic planning and update meetings with other May Day campaigns (this is likely a BCG convened zoom and meeting).
 - Commitment to receive support and commitment to provide support to other May Day campaigns.

Role for the Other NEA Locals who are not ready or willing to do the above:

1. Participate in the Campaign Lab and learn to run a campaign or sharpen their campaigning skills. These Foundation Campaign Locals will work towards accomplishing the items listed above, ‘What it means to be an NEA May Day Movement Local Campaign’ with a particular emphasis on building a high participation local, and/or

¹² E.g Win Mayor seat (Brandon Johnson), win school board majority (e.g. Jackson Goldberg in LA), win county/city council majority, etc.

¹³ We need a consensus opinion on this - what does it mean to be a high participation local?

¹⁴ Examples of books: On Tyranny (Timothy Snyder), How Fascism Works (Jason Stanley), Democracy Awakening (Heather Cox Richardson), The Sum of Us (Heather McGee), Merge Left (Ian Lopez Haney).

2. Participate in national and state level days of action associated with the May Day campaign.

What NEA will need to do within the Campaign Lab to Support the Above

- **Funding:** Continue to fund organizing capacity for the May Day Movement Campaign Locals that have committed to the above.
- **Networking:**
 - Build and support a network of the elected NEA leaders and staff of May Day Movement Campaigns. We will track the health and consistency of these meetings.
 - Foster 1 on 1 relationships across May Day Movement local campaigns. These should be structured meetings and relational.
 - Foster regular group meetings across May Day Movement local campaigns.
 - Foster the above with other unions and community organizations that are part of the May Day Movement campaign.
- **Support the May Day Movement:** NEA will be a key designer and supporter of the overall May Day Movement with our allies.

NEA May Day Local Campaigns (Draft)

- California¹⁵
 - Los Angeles (UTLA)
 - Oakland (OEA)
 - San Francisco (UESF)
 - San Diego (SDEA)
 - Richmond (UTR)
 - Anaheim (Anaheim Secondary Teachers Association)
 - Sacramento (SCTA)
 - Twin Rivers (TRUE)
 - Natomas (NTA)
 - San Jose (SJTA)
- Hillsborough, FL (HSTA)
- Nashville, TN
- Columbus, OH
- Arizona

¹⁵ Other Affiliates involved in the We Can't Wait Campaign: Albany City USD Anaheim Union High School District Berkeley USD Dos Palos Oro Loma Joint USD Fairfield-Suisun USD Farmersville USD Hayward USD Lincoln USD Live Oak Elementary Livingston Union Elementary Los Angeles USD Los Banos USD Lynwood USD Madera USD National Elementary Natomas USD Nevada Joint Union High School District Oakland USD Riverside USD Sacramento City USD San Diego USD San Francisco USD San Jacinto USD San Jose USD Saugus Union Elementary Soquel Union Elementary Twin Rivers USD Ventura USD Washington USD West Contra Costa USD Whittier City Elementary Woodland Joint USD

- Tucson, AZ
- Mesa, AZ
- Colorado
 - Pueblo
 - Aurora
 - Denver
- Lawrence, Kansas
- Maryland
 - Baltimore County
 - Montgomery County
 - Prince George's County
- Minnesota
 - Minneapolis
 - St. Paul
- North Carolina
 - Guilford
 - Wake
 - Asheville City/Buncombe
 - Durham
- Columbus, OH
- Oregon
 - Portland, OR
 - Beaverton, OR
- Nashville
- Texas
 - San Antonio
 - Austin
- Richmond, VA
- Wisconsin
 - Madison
 - Racine
 - Milwaukee
 - Kenosha

Timeline:

April

- Organize for May Day.

- Meetings to develop a campaign vision for the next three years with key locals and state affiliates. AROS organizations will do the same.

May

- May 1st Day of Action
- May 5th OC debrief of the day of action; develop vision for the next phase.
- Continued meetings to develop a campaign vision for the next three years with key locals and state affiliates. AROS organizations will do the same.
- Meeting with the May Day organizers to develop the strategy for the next 1, 2, and 3 years.

June

- AROS meeting to determine the May Day Movement vision, syncing with the AROS Quality of Life campaign.
- State Affiliate leaders from NC, MA, MD, CA, AZ, CT, WI, and NJ meet to discuss the Kicking Ass for the Working Class campaign (which is aligned with the May Day Movement work).
- BCG launches national structure to hold the local level part of the May Day Movement Campaign.
- BCG hosts a 500 person convening with locals and community organizations committed to the above definition.
- UAW convenes May 2028 labor unions that will be aligning contracts; co-constructs vision.

July

