



[EXTERNAL] - Thank you!

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Hello all,

A member of your team recently worked on behalf of NEA to provide training for UniServ Directors, Organizers, Leaders, and Members at the NEA-Alaska office in Anchorage. We recognize that every affiliate is experiencing a tremendous workload increase this year, and your support of our program is greatly appreciated. Their valuable hours were spent planning, traveling, implementing, and evaluating our work to ensure it was the best it could be. The team consisted of **Karla Medina (NEA), Meighan Davis (NEA), Beth Barton (IL), Sara Fitori (CO), Jackie Parkins (CO), Vanessa Pulkrabek (MN).**

Having local leaders and staff fully embrace the "Winning School Board Elections" training will have profound impacts at the local level across Alaska. All participants truly appreciated NEA's partnership and dedication of resources to this cause. The content for the training focused on developing strong leaders and build relationships with external groups, while also mobilizing voters and finding candidates. It focused on these key areas of success when doing campaign work targeted to members:

- Understanding the role staff, members, and leaders can play to guide their locals while maintaining a member-driven program
- Realize member engagement plans must communicate to members as voters, volunteers, and campaign leaders
- Recognize different roles the public can play in candidate recruitment and outreach through traditional voter contact and coalitions
- Explore best practices from a member engagement case study, an organized opposition campaign, and strategic candidate recruitment models

Participant comments:

"I really enjoy time to discuss what organizing tactics are most effective and why."

"I can see the work we're doing applying to organizing not only for school board races, but within my organization as well as other union related causes."

"It was nice doing the real work using tools we learned to produce outcomes that we can use in real life. Thank you"

"This training team was EXCELLENT - they were a team, knowledgeable and presented really well! I appreciated the media types - understanding and thinking"

"This was better than any PD I've ever received in my 20 years with my district. Presenters are professional, knowledgeable, and engaging."

Thank you very much for allowing members of your teams to share their knowledge and expertise with NEA-Alaska.

Zachary Mannix

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