



*Great Public Schools for Every Student*

# **NEA State Affiliate**

## **Paid Media Assistance Program**

### **Criteria & Guidelines**

**Round 1 Submission Deadline  
October 21, 2019**

**Round 2 Submission Deadline  
April 17, 2020**

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# The NEA State Affiliate Paid Media Assistance Program

## About the Program:

In July 2000, the NEA Representative Assembly approved a special dues increase to be in place for five years to create and/or supplement Association support in several program areas. A portion of the special dues increase was dedicated for support of State Affiliate advertising (paid media) efforts.

In July 2004, the NEA Representative Assembly voted to extend the special dues increase beyond the initial five years and to continue dedicating a portion of those funds to support State Affiliate advertising (paid media).

In July 2011, the NEA Representative Assembly approved an additional special dues increase of \$10, a portion of this increase is used to support the State Affiliate advertising (paid media).

The specific mandate from the NEA RA is that the State Affiliate advertising (paid media) funds are intended: **“to advance the cause of public education and publicize the role of the Association and its affiliates in improving the quality of public education.”**

Specifically, these funds are to proactively advance the Association’s mission through image and reputation campaigns that strengthen the Association’s image among key audiences and the public. **They are not to be used for the promotion of specific legislative or political objectives or the overt recruitment of members.**

To administer the NEA State Affiliate Advertising Assistance Program, the Representative Assembly approved the creation of an Advisory Group, representing specific segments of the Association leadership, from the national and state levels. The Advisory Group is charged with reviewing and approving all grant applications. The State Affiliate Media Assistance grants are competitive. It is paramount that each State Affiliate submitting an application for consideration, read and follow the criteria and guidelines in order for their grant request to receive full consideration by the Advisory Group.

## Criteria

**Each grant proposal must contain detailed information regarding the following criteria. (See attached proposal checklist for the specific information to be provided.)**

### Goals and Objectives

The grant proposal must present to the Advisory Group the goals for the communication campaign, and the measurable advertising (paid media) objectives that support NEA’s Vision and Mission.

### NEA’s Vision and Mission

**To achieve our mission, and realize our vision of great public schools for every student, we, the NEA, will grow and strengthen our Association and promote quality public education by:**

- advancing opportunities that will identify, organize, and engage new and early career educators; amplify the voices of all educators; support our members’ professional growth; and promote social justice for our students, our communities, and our nation;
- securing a pro-public education environment for students, educators, and families; and
- building the capacity of the local, state, and national union to ensure the success of public education.

### Strategic Objectives

**To grow and strengthen our union, we will organize our members around issues that impact teaching and learning and the lives of our students. In partnership with our affiliates, NEA will:**

- **Increase Educator Voice, Influence, and Professional Authority:** Develop and sustain effective structures, processes, and leaders to increase educator influence in decision-making at worksite, district, state, and national levels.
- **Recruit and Engage New and Early Career Educators:** Identify, recruit, support, and engage new educators in our Association, and connect them with opportunities for professional learning, leadership, and advocacy. (NOTE: State Media Grant funds may not be used for the overt recruitment of members. However, State Media Grants campaigns may highlight the Association’s work as related to Members.)
- **Advance Racial Justice in Education:** Support members in advancing racial justice in education and improving conditions for students, families, and communities through, awareness, capacity-building, partnership, and individual and collective action.
- **Provide Professional Supports:** Build a system of Association-convened, educator-led professional learning and supports for all educators across their career continua to ensure student success.
- **Secure the Environment to Advance the Mission of the NEA and its Affiliates:** Use all available means, including organizing, legal, legislative, electoral, and collective action, to secure the environment necessary to protect the rights of students and educators, and the future of public education.
- **Enhance Organizational Capacity:** Develop and leverage the collective organizational capacity across our Association that is necessary to advance the mission of the NEA and its affiliates, with particular focus on organizing, technology, fiscal health, leadership development, and internal and external partnerships.

While State Media Grant campaigns may not directly support some of the above strategic objectives, a campaign may highlight, feature, or include information on the Association’s work related to the strategic objectives.

### **Research**

The proposal must provide a detailed explanation of research materials, polling data, focus groups, and other sources of information that will be used to make informed decisions regarding message development communication campaign planning. This might include existing information, such as data from previous Association polling efforts, shared information from polling conducted by “partner” organizations, or information from some other database or information source. If baseline research has already been secured, applicants should provide an “executive summary” of the relevant data along with the grant proposal. If executing this proposal will require new baseline research, indicate how and when that will be conducted, the level of funding this research will require, and the anticipated source of that funding. Please note, your grant proposal may include a request for funds to conduct this baseline research.

### **Audience & Message**

The grant proposal must clearly express the overall campaign messaging and the key messages to be communicated through paid media. Identification and description of target audience(s) with rationale for why the audience(s) were selected should be provided.

### **Execution**

The proposal should include a plan of execution. The plan should include:

- an explanation of the media and market selection,
- the buy strategy (including Gross Rating Points and cost per point),
- how the polling, production, media buy, and measurement of success will take place (including outside firms that might be used).
- a detailed budget that includes creative, production and media buy.
- other metrics that may support the proposal’s overall strategy.

## Measurement

It is critically important that the proposal include the method by which the State Affiliate will measure the success of the advertising grant effort. This could include polling, focus groups, panels, web traffic, social media measurements, and such devices that indicate effectiveness. Again, your grant request can include a request for the funds necessary to conduct the measurement strategies.

## Guidelines

1. Based on the mandate of the NEA Representative Assembly, these funds are intended to proactively advance the Association's mission through image and reputation campaigns that strengthen the Association's image among the public. They are not to be used for the promotion of specific legislative or political objectives or the overt recruitment of members. The Advisory Group will not consider grant proposals that:

- Are intended to make appeals for Association membership.
- Call for passage of or support for a specific legislative proposal, ballot measure, or endorsed candidate.

2. Each grant will be for a specific length of time, preferably, not to exceed a single budget year.

Resubmissions of proposals to gain additional funds to extend a previously funded grant may be considered. However, the Advisory Group makes no commitment that funding will be approved for such submissions. **The purpose of this program is to supplement, not supplant, existing communication and advertising (paid media) efforts.**

3. The grant proposal must contain a budget. That budget should reflect the specific activities for which NEA funds will be used. It should also reflect any state Association funds and/or in-kind resources being committed to the program and how they will be used. The grant proposal should provide the connection of how advertising efforts, made possible by the grant, support other State Affiliate goals, programs, and initiatives.

4. The Advisory Group retains the right to partially fund grant proposals and to specify elements within a proposal for which NEA funds will be made available.

5. NEA funds must be used only for the purposes outlined in the approved grant proposal. Failure to meet this guideline will result in future proposals submitted by the State Affiliate not being considered.

6. Applications must be submitted jointly by the state association president, executive director, and communications staff coordinator (or appropriate communications staff person).

7. If additional "partners" are to be involved, they must be identified along with a brief description of their involvement. If financial support is provided, it should be described.

8. An interim progress report will be required approximately six (6) months after the funds are awarded. Then upon completion of the advertising campaign, a final report, outlining the program, measurements of its effectiveness, and an accounting of how NEA funds were spent, must be provided to the Advisory Group. Along with this written report, state associations must include samples of the paid media that was produced—including any scripts that were developed, audio or video files, and sample ads and electronic links to the files. **The Advisory Group will not consider future funding requests from a previously funded State Affiliate until this requirement is met.**

9. The application must be completed electronically at [State Media Assistance Grant](#). Please reach out to René Carter ([jrcarter@nea.org](mailto:jrcarter@nea.org)) or Heather Griffin ([hgriffin@nea.org](mailto:hgriffin@nea.org)) if you have questions.

10. The State Affiliate will make every effort to assure compliance with all local and state laws that might be applicable to implementation of the grant.

11. State Affiliates submitting funding requests under this program are required to notify members of the NEA Board of Directors from their state that such an application has been made.

## **Resources**

NEA staff may be able to provide guidance in the development and implementation of State Affiliate proposals. This assistance can include expert guidance relative to media buying firms, production services firms, and polling firms. NEA staff will not be available to write or review proposals.

## **Appeals Process**

Should the Advisory Group vote not to fund or partially fund any request, the State Affiliate may access the appeals process. A letter from the State Association President and/or State Association Executive Director must be mailed to the NEA President and/or NEA Executive Director. The letter should outline the affiliate's concerns regarding the Advisory Group's decision and recommend a proposed solution to resolve those concerns. The appeal will be heard/considered by the NEA Executive Committee at its next regularly scheduled meeting after receipt of the affiliate's letter of appeal. All Executive Committee decisions regarding the State Affiliate's appeal will be considered final and binding.

## **Timelines**

**The application must be completed electronically at [State Media Assistance Grant](#). Please reach out to René Carter ([jrcarter@nea.org](mailto:jrcarter@nea.org)) or Heather Griffin ([hgriffin@nea.org](mailto:hgriffin@nea.org)) if you have questions.**

**The State Media Advisory Group will meet to discuss the October proposals in late November/December 2019. State Affiliates will be notified of the Advisory Group's decisions shortly thereafter. For proposals submitted in April 2020, the Advisory Group will meet to review them in May/June 2020 and State Affiliates will be notified shortly thereafter.**