



10 STEPS TO CREATING AN ESP Bill of Rights



In collaboration with affiliates who have built a campaign from the ground up, NEA has outlined ten recommended steps to building a Bill of Rights/rESPECT campaign in your state or local. These steps will guide you throughout your campaign development and are important to revisit as your campaign progresses. While each affiliate will have a unique process, following these steps should set your campaign up for success.

STEP 1

✓ Build and Expand Your Knowledge About Bill of Rights Campaigns.

NEA has various resources available, including a three-part webinar series led by three affiliates engaged in successful campaigns. Start dreaming about what success looks like. Dream BIG! Visit [NEA.org/ESPBillofRights](https://www.nea.org/ESPBillofRights)

STEP 2

✓ Garner Support for Your Campaign.

Prepare your rationale for engaging in a Bill of Rights campaign to acquire strong support from other stakeholders, including union leadership, other educators, and community supporters.

STEP 3

✓ Build Your Bill of Rights Leadership Team.

Assemble and formalize a team to shepherd the design, launch, and implementation of your campaign. This should be member-led with strong affiliate staff collaboration and support.

STEP 4

✓ Assess the Environment.

Assess the Internal Union Environment:

Document the current union density throughout the affiliate. Use this data as a baseline to measure future success and inform planning.

Assess the External Political Environment:

Determine the support of decision makers and community members of unions, public education, and educators, specifically ESPs, and gauge the influence of educators and the unions on these groups and individuals.

STEP 5

✓ Establish Campaign Goals.

Establish specific and measurable goals with clear, achievable timelines. This is a multi-year commitment. Prioritize goals based on opportunities for the greatest impact.

STEP 6

✓ Identify Bill of Rights Priorities.

Identify the issues through conversations with ESPs. The priorities MUST be informed by ESPs – this is non-negotiable. They MUST see themselves in this process. The conversations help build interest, membership, and long-term union engagement.

STEP 7

✓ Formalize Your Bill of Rights.

Analyze all the data you collect to determine the issues to include in your ESP Bill of Rights.

STEP 8

✓ Create a Toolkit.

Develop branded materials to include in a toolkit (online or hard copy) that can be distributed to all locals or worksites to build support for the campaign. Branding is important! Be sure to include a QR Code on your materials that connects to your webpage.

STEP 9

✓ Build Awareness of Your ESP Bill of Rights and Secure Endorsements.

Ask your Bill of Rights leadership team and activists to “start the buzz” by sharing your adopted ESP Bill of Rights. Be sure to engage every ESP who provided input, so they see their voice reflected in your adopted ESP Bill of Rights. Secure, capture, and track endorsements of your ESP Bill of Rights from all ESPs, other educators, elected officials, and community groups.

STEP 10

✓ Create an Organizing Plan to Advance the Issues and Beyond.

Determine your strategy to advance the issues outlined in your Bill of Rights. This includes identifying member organizers, understanding state or local ESP density, determining targets and goals, engaging newly identified/potential leaders, and planning your bargaining or meet and confer strategy. Continually measure the progress of your campaign and adjust as needed.