

10 STEPS TO CREATING AN ESP Bill of Rights Campaign



In collaboration with affiliates who have built a campaign from the ground up, NEA has outlined ten recommended steps to build a Bill of Rights 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

- ✓ **Expand Your Knowledge and Set a Shared Vision.**
This is your movement, built by ESPs, for ESPs, and with the support of NEA and fellow affiliates who have already started their journey. Learn about the ESP Bill of Rights, connect with other states to learn about their campaigns, explore national data, and define what success looks like. Visit [NEA.org/ESPBillofRights](https://nea.org/ESPBillofRights)

STEP 2

- ✓ **Gain Early Support and Make the Case.**
A strong campaign starts with strong backing. Get clear on your “why,” share success stories from other state campaigns, identify natural allies to support the campaign, connect your campaign to organizing, and ask for support from local and state leaders—early and often.

STEP 3

- ✓ **Build a Leadership Team That Sparks Momentum.**
Every successful campaign needs a core team of committed energized ESP leaders to guide the work. Assemble and formalize a strong leadership team to shepherd the design, launch, and implementation of your campaign.

STEP 4

- ✓ **Know Your Environment Inside and Out.**
A clear picture of your union’s internal strengths and the external political environment will help you set smart priorities and strategies. Start by gathering a few key pieces of information about your union’s current reality. This will become your baseline for growth and strategy.

STEP 5

- ✓ **Set Bold, Clear Campaign Goals.**
Strong goals give your campaign direction, inspire people to join, and keep everyone accountable along the way. Define your big-picture aims, prioritize goals with the biggest impact, and build a realistic campaign budget.

STEP 6

- ✓ **Identify Your Bill of Rights Priorities with Members.**
Your Bill of Rights must reflect the voices, experiences, and priorities of ESP members. Have real conversations with members, then collect, organize, and analyze the data. When people see their concerns and ideas in the campaign, they’re far more likely to engage, advocate, and lead.

STEP 7

- ✓ **Turn Member Priorities into an ESP Bill of Rights.**
It’s time to formalize your ESP Bill of Rights. This is where member voices become a clear, powerful force for action. Review all the data you collected from members and determine which issues to include in your ESP Bill of Rights.

STEP 8

- ✓ **Build a Toolkit That Amplifies Your Campaign.**
Create branded, accessible, and member-focused materials to promote your campaign. A well-designed, easy-to-use toolkit gives local leaders, members, and allies the resources they need to spread the word, build support, and act.

STEP 9

- ✓ **Generate Buzz and Win Endorsements.**
Get people talking, build excitement, and secure public support for your ESP Bill of Rights. Awareness and endorsements help turn your campaign from an idea into a movement.

STEP 10

- ✓ **Take the Movement Further: Advance the Issues.**
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.