



Strategies and Tips for PIE/PAC Fundraising Drive

1. Introduce who you are and what you are doing.
 - Share reasons why you are involved in the PAC and why you give.
2. State the legislative issues and problems that members face together.
3. Identify the PAC fund as leading to solutions to those problems through our collective voice.
4. Just ASK. The worst thing someone will say is no.
5. Be confident.
6. Make the ASK to join at a specific amount.
 - Suggested total contribution amounts for the three funds:
 - \$50.00 amount-OEA=\$30 NEA=\$10 EEA=\$10 (\$5.00 per month)
 - \$100.00 amount---OEA=\$60 NEA=\$20 EEA=\$20 (\$10.00 per month)
 - \$120.00 amount---OEA=\$80 NEA=\$20 EEA=\$20 (\$12.00 per month)
 - \$150.00 amount---OEA=\$100.00 NEA=\$25 EEA=\$25.00 (\$15.00 per month)
 - Note: They can join at ANY amount though
7. Make your ASK short and concise.
8. Don't say no for other people.
9. Don't assume a question is a no.
10. ASK in person, either at a building meeting or one-on-one, not on email.
11. People may want to think about it—be prepared to have a follow up conversation.
12. If someone says no to contributing money, ask if they can volunteer time to activities like phone banking and literature drops.
13. Always thank members for their time and support.
14. Follow up and build lasting relationships.

Sample Script

Introduction: I'm volunteering for the OEA/NEA/EEA PIE/PAC drive.

Purpose: PIE/PAC is the Political Action Committee of OEA/EEA—which works to elect pro-public education candidates to public office. PIE is really important because elected officials statewide make decisions that affect us—like school funding, education policy and even our retirement. Without PIE, OEA/NEA/EEA could not get involved in these races as well as in lobbying for ballot measures and initiatives.

Ask: PIE only exists through member contributions. We're asking everyone in the building to contribute to PIE. The suggested contribution is \$50.00, which is just \$5.00 per paycheck [this is for non-contributors]. Can I sign you up today?

Close: Great! Here is the form to fill out to have your contribution deducted from your paycheck. I'll come back and pick it up tomorrow. Thanks again for joining PIE.