Success! Highlights of 2018

Last year we continued our efforts to communicate with current teachers and nonmember retirees and affect positive change in the legislative arena.

HERE’S A LOOK AT SOME OF THE HIGHLIGHTS:

SENT OUT 34 LEGISLATIVE UPDATES
Sent out 34 Legislative Updates/Alerts to the 14,000 member emails we have on file. Many alerts had action requests to voice our concerns with lawmakers. (If you’re not receiving these send your email address to outreach@calrta.org.)

EMAILED NEWSLETTER TO 150,000+
TEACHERS AND ADMINISTRATORS
Emailed the CalSTRS Watch e-newsletter to current teachers and administrators 5 times last year to update them on issues and keep them connected to CalRTA.

CREATED 24 NEW VIDEOS
Created new videos including retirement tips for current teachers and membership recruitment pieces. (Videos on the CalRTA YouTube Channel).

LAUNCHED TAKE ACTION TUESDAY
Added Take Action Tuesday to the Fairness Friday email Legislative Alerts each month to consistently ask lawmakers to repeal the WEP/GPO.

AWARDED 75 GRANTS OF $100 EACH
Sponsored 3 rounds of teacher grants, which equaled 75 grants of $100 each. Posts on Facebook to promote the grants had 94,673 impressions (which means a lot of people saw our information).

SUPPORTED RETIREMENT WORKSHOPS
Supported 16 Division-sponsored pre-retirement workshops with publicity assistance and packets to hand out to participants.

PRODUCED MEMBER PUBLICATIONS
We published five issues of CalRTA Contact and 11 issues of the Connection e-newsletter to keep members up-to-date on CalRTA news and retirement issues.

OUTREACH TO POTENTIAL MEMBERS
We regularly mailed letters to 59,024 potential members and sent emails to 5,462 potential members inviting them to become a member of the CalRTA family.

HELD SUCCESSFUL ADVOCACY DAY
Members throughout California met in Sacramento for our 2018 Advocacy Day. Their focus? Educating legislators about retirement security and the need for public education funding.