

Building Full Capacity Locals (BFCL) Grant



BFCL Grant Guidelines

Organizing new members has been a challenge for many locals, especially since some of you may not have seen your new hires in person over the past year. Additionally, many of our locals are not signing up new members at the same rate that members from their locals are retiring. We are regressively organizing, always playing catch-up to keep our locals in the green or trying to dramatically increase the membership in a local. This is especially important in larger locals where there can be 30 or more individuals hired each year and many years may have gone by when individuals have not signed up. Furthermore, we recognize that many locals have a high staff turnover during these difficult times, which makes this task even more challenging.

Even though it is hard to believe that we have been dealing with the ramifications of the COVID pandemic for a few years, we have been amazed at the creative ways local leaders have used funds to help sign up their new members. Grants must be used to plan events or activities to sign up new members unless the local is in the green, then a general member engagement activity is permissible.

Locals that fail to maintain a local percentage of 20% or lower and whose contract expires are in danger of being disclaimed by our association as established by the MEA Board of Directors. This means that MEA would no longer represent your members and your local could potentially be ineligible for MESSA benefits. BFCL grants are intended to help increase membership in a local.

Please remember when planning events or ordering giveaways and/or t-shirts, please follow the guidelines below to be eligible for these funds:

- **Please DO NOT purchase gift cards, alcohol, or lottery tickets with BFCL funds.**
- **Please DO NOT use funds for dues giveaways or lotteries.**
- **Please DO NOT make purchases at Wal-Mart or Sam's Club with BFCL funds.**
- Any T-shirts, bags, hats, or clothing of any kind must have the new MEA logo on them either with the name of your local under it or with your local's logo (if you have one). The MEA logo can also be placed on the sleeve. Please contact Gus Schowengerdt at GSchowengerdt@mea.org to request an MEA logo that can be used by your designer or local vendor, along with guidelines for the logo's use.
- For trinkets, giveaways, and other types of apparel, you may work with your local vendor and request USA made items (preferably union made). Please remember that it is important to look for a union print shop as it has the union bug on items when printed. MEA is a union and it is important that we remember to support union shops. For information on union print shops please contact Brett Smith at BrSmith@mea.org.

Many locals have had creative ideas over the past few years and we encourage you to share yours!

MEMBERSHIP %	INCREASE GOAL
90% or higher	Maintain or increase
75-89%	10% or more
60-74%	20% or more
45-59%	25% or more
30-44%	30% or more
Less than 30%	Growth to a minimum of 60%

For questions please email the MEA Secretary-Treasurer at bfcl@mea.org