



POLITICS AND YOUR DUES

Northwest Professional Educators (NWPE) is a nonpartisan organization. It does not endorse candidates or divert members' dues to political organizations or funding of noneducation political causes. We respect that our members have diverse views and encourage them to participate in the political process.

NWPE keeps members' dues low by focusing on professional education issues and the services teachers want most such as liability protection, legal services, scholarships and grants, and professional development. For more information on teachers' rights not to fund politics through teacher union dues, see www.nwpe.org/yourrights.htm.

NEA mounted most ambitious election effort in its history

The National Education Association (NEA) revamped its political department to plan the most ambitious election effort in its history.

NEA President Reg Weaver delivered the NEA's endorsement speech for Barack Obama at the Democratic National Convention on August 25th, 2008. When the host committee for the Democratic National Convention was \$10 million short of its fundraising goals two months before the convention, the NEA was one of seven unions that gave money to the committee to help reach their goal.

NEA stated it would spend \$50 million in teacher dues utilizing strategies to micro-target members, employ sophisticated electronic individualized messaging to NEA members, and partner with other organizations to target women and minorities during the election season. The NEA planned to reach 5.2 million voters by targeting their members as well as their members' spouses and families in order to deliver 80 percent of the 5.2 million votes to Senator Obama for President of the United States.

In an interview with *The Hill*, Weaver said the teachers' union felt like it needed to revamp its political wing to get more involved than it had been in the past. The first step was bringing in Karen White to head the group's new Campaigns and Elections division. Weaver said that White, the longtime political director for EMILY's List, an influential group that raises funds for pro-choice, female candidates, brings a new level of sophistication to the NEA's political efforts.