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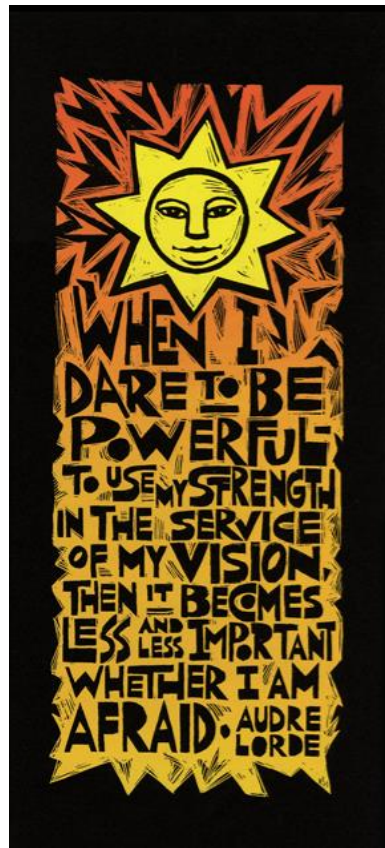
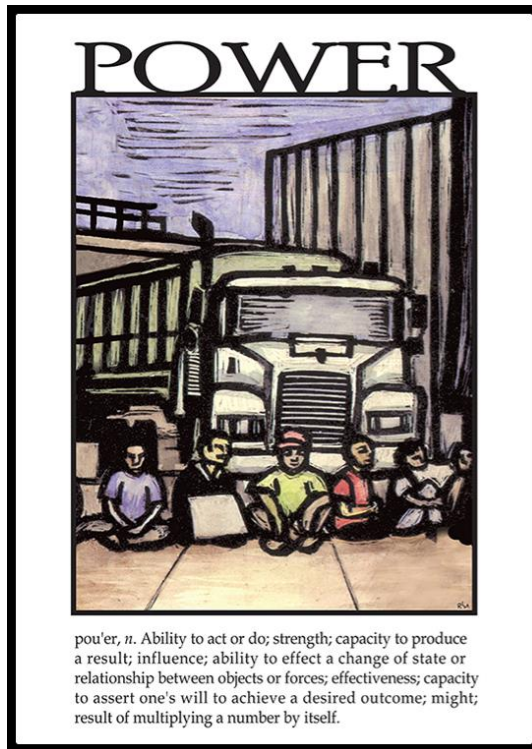
To: 2024 MSEA RA Delegates

Date: 9/19/2024

Re: PAC Challenges at 2024 MSEA Representative Assembly

We look forward to seeing everyone in Ocean City this year as we continue our preparation for critical local and state elections in November. We have several exciting Political Action Committee (PAC) fundraising and activism challenges for the MSEA Representative Assembly to help members get energized to elect pro-public education Board of Education candidates across the state! The increase in the politicization of our schools has skyrocketed in recent years, and we have an opportunity to take a stand against this trend this November and elect candidates who will be true champions of our schools.

- **The PAC fundraising goal for every delegate will be \$100 to “Plug into PAC.”** We have changed the fundraising platform this year and will only be accepting online direct contributions rather than giving delegates the option to create peer to peer fundraising pages (which were little used historically). Additional fundraising from your friends and family can be tracked so you and your local receive credit. Instructions on how to track those contributions will come out at a future date. This new platform will provide a quick and easy donation experience for users and also deliver more streamlined reporting and processing on the back end.
- Delegates reaching the \$100 goal will receive a high-quality print describing your power by nationally recognized artist Ricardo Levins Morales to decorate your home or classroom (left image on the following page, 11” x 17”). Delegates reaching the \$100 or more goal before 5 p.m. on Monday, October 14 as an early bird will have their print upgraded to a powerful quote from Audre Lorde (right image on the following page, 9.5” x 22”).



Note: you get one or the other, not both prints.

- Delegates reaching the \$175 major donor goal will receive a branded MSEA power bank charger to continue to keep you and your electronics charged while you're advocating for our Board of Education candidates at the polls!
- We are also adding another tier of swag this year: delegates who donate \$250 will be eligible to receive a branded and custom-ordered jacket unique to this convention. However, understanding that there's as much importance for organized people as there is for organized money, we're opening the ability to get this swag item to delegates who complete all of our organized people activist goals as well.
- Delegates will also have a fun opportunity to go retro at this year's RA with some favorite swag from years past. For each \$1 donated to PAC, delegates will be given \$1 of SWAG Bucks to "shop" through all the awesome swag we have from past conventions and events. Be warned, though: *we will not hold items, nor will we be able to order more sizes of any past years of swag.* If you see something you want, donate early!

- There will be other ways to earn SWAG Bucks at the convention beyond donating to PAC, so keep an eye out!

The deadline to meet the PAC Challenge will be Saturday, October 19 at 12 p.m. Visit <https://marylandeducators.org/2024RAPAC> to make your online donation.

Local competitions for PAC fundraising and activism

- Local associations with 100% of their delegation signed up for an Apple Ballot distribution shift at the polls on Election Day (in any county) will receive an apple award to display on the convention floor.
- Local associations that reach 100% of their delegation giving an average of \$100 per delegate will receive a light up award to signify that you're plugged into PAC!
- Four PAC Convention Powerhouse Trophies will be presented based on membership size (fewer than 500, 500-1,000, 1,000-5,000, and over 5,000 members) for local associations that raise the most money at the MSEA RA. *Delegates can give over the \$100 goal to help their local win the competition.*
- Delegations who have 100% of their members enrolled in PAC payroll deduction will receive an electrifying table decoration for keeping our PAC supercharged!
- **PAC Captains will be the primary contact to distribute ribbons, vouchers for recognition items to delegates, and for SWAG Bucks.** If your local does not have a PAC Captain, a PAC Captain from another local will be assigned to your delegation. Questions and concerns can also be addressed at the PAC Table at the entrance to the convention center.
- As has been the case for several years, cash and checks will not be accepted on site in Ocean City. PAC donations will only be accepted online prior to, and during, the Representative Assembly at the provided links.

If you have any questions, please contact Mike Spahr at mispahr@mseane.org or Kayla Moore at kmoore@mseane.org.