

# How M.O.M Can Help You



Each year across New Hampshire more than 90 communities go to the polls or Town Meetings to vote on educator contracts and school budgets. Like all elections, getting your message out, organizing supporters and getting them to vote is the only way to win.

**NEA-NH's M.O.M. Resource Center has been helping local NEA-NH affiliates craft effective messages and cultivate positive community relations and has seen impressive results.**

In an effort to end the cycle of losses and improve member involvement in the election process, NEA-NH launched a Positive Public Relations workshop aimed at helping locals improve their communications skills and initiatives. After 9 months, the effort was re-made into M.O.M. Training (Messaging, Organizing and Mobilizing)

**MOM efforts are not limited to members only, but structured to reach out to community members, parents, potential members and other supportive surrogates.**

These efforts led to improved voter turnout, increased membership and member participation, record setting contract passage rates and the establishment of well-organized local groups capable of continuing the momentum with other community based projects and political efforts in the future.

The goal of MOM Training is to establish positive community relationships and secure passage of contracts and election of pro-education boards; to leave a working organization in place to promote community causes and to be activated during future elections at the local, state and national level.

Everything you need for your MOM campaign in one convenient on-line location:  
**[edvotes.neanh.org](http://edvotes.neanh.org).**

