Freedom Foundation Opt-out Attack

Sample Email to Members *(Shared by SDEA)*

**Subject: Anti-Union Attack [on SDEA Happening NOW]**

[As of this morning, our San Diego Education Association (SDEA) is being directly targeted] by the anti-union, anti-public education Freedom Foundation. They are sending emails encouraging members to opt out of union dues. **This is a direct attack designed to make our union weaker and make it easier to privatize our public schools.**

[The emails are being sent to SDEA member District emails] from an address that appears as “Opt Out Today.” Opt Out Today is part of the Freedom Foundation. This foundation has been accurately characterized in [recent media reports](http://click.actionnetwork.org/mpss/c/BwE/ni0YAA/t.2hp/2n91VTmjRNKg18yP0SENmw/h0/A1SU7mtjs2kLEoznlDIrqWPSvUyI20hIzqoMbuIghPY-2Be8-2BobnZE0lZIWvWRxEtCwp7lzMILZdC0mtGKhYLSMbu0sl-2BSlkzU-2FWbNcy7ykswm2GSOACMOBkOVJ9ZKnDpcXkV9rTopOVnIT8ASMVCxn4DKL2-2FwyldR7N-2FSqbLRhLjoyzGKgM0pNh3Rs4iM5Pt7CqrNQwEJ9OhZNqmTO-2BdWiEcmpBqTL4s8Tsr7FdGwFOQ9Fv6FKbODzgAmz6rTuTY3BvRtsft6kERRTmYUYAVAihS96i-2FObFBlmh4noVAxiYVUHeMU1yELcjIbnTk1jF3Z3koLTGa-2BA6qPRF5-2FGeiYpOVEpN9rlktBE9Wbki23r5s-3D) as “door-to-door union-killers.” They are corporate-funded lobbyists who support privatization of public schools. If you received this email, know that [it is part of a campaign by a known anti-union group](https://www.theguardian.com/us-news/2018/may/15/rightwing-thinktanks-secret-plot-against-unions) designed to weaken our union. They know we are stronger together.

Just look at what we were able to achieve this year:

* Add a few bullets to celebrate local successes (student achievement gains, salary and benefits, local legal victory example, political win, etc.)

Furthermore, opting out of the portion of union dues that supports political activity will simply make it easier for privatization groups like the Freedom Foundation to elect politicians who want to weaken our unions and pave the way for charter expansion. Their campaign is cynical, it is anti-worker, and it is anti-student. We are asking [LEA] members to fight back by:

* Marking the Opt Out Today email spam.
* Forwarding this email to every local member you know.
* Post your own “Norma Rae” Union photo using #WeAreCTA and #Union.



Standing strong together,

Local President