

ANTI-UNION ACTIVITY ALERT

URGENT: Active Membership Drop Campaign Underway

November 15, 2023

The Center for Honesty in Education is tracking a multi-organizational coordinated union membership drop campaign across multiple channels. NJEA members may have received anti-union messaging through text messages, earned media posting, digital online advertising, direct-mail, and possibly other mediums. This attack is the latest in a series of overtures by [Freedom Foundation](#) and their in-state ally, [Sunlight Policy Center of New Jersey](#). Activity over the last week creates the first-seen coordinated effort by these two organizations to harm working families by trying to fool union members into leaving the union.

The good news: It's not working. Not only have we not seen any uptick in membership terminations during this period, we have found that termination requests that come following these sort of attacks are quickly rescinded once the member learns that they have been duped. We are confident that spam texts and cheesy ads will not result in a reduction in union membership.

Where are they getting my email address / home address / cell number?

These days, the expectation of data privacy is constantly shrinking. Public information requests from school districts or state agencies, combined with private commercial data sources and powerful analytics tools make it easier every day to obtain lists of individuals. We are not aware of any membership data leaks or inappropriate data acquisitions from government agencies. It should also be noted that we have received many reports of these mailers being received by people who are not educators, leading us to believe the targeting for these lists is somewhat inaccurate.

What can I do about it?

- Mark emails received at your home email address as spam and report text messages as junk. These actions make it harder for these junk communications to be delivered to others in the future.
- Report emails received to district email addresses to your local president and district IT department. Ask that the sender be blocked for using district resources for anti-union activity.
- Be careful when answering surveys that ask if a union member or an educator lives in your household. Unless the survey comes from a reputable polling firm, it could be a ploy to gather information on union members for future targeting.
- File a mail fraud claim against mailers that pretend to be addressed to someone else. Freedom Foundation mailers [attempt to trick the recipient](#) into returning a tear-off card addressed to "NJEA President", but in reality gets mailed to Freedom Foundation. Use this form to file the fraud claim:
<https://ehome.uspis.gov/fcsexternal/default.aspx>
- Report suspicious activity related to your membership using the Center for Honesty reporting tool at www.centerforhonesty.org. Educate yourself and your colleagues. And remember, your freedom to stand up for yourself and public education is on the line.