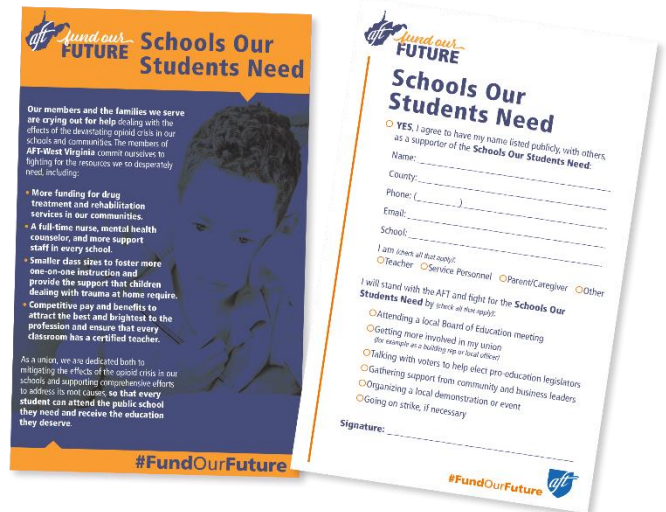


# Schools Our Students Need: Our Organizing Plan

**1.** The first step in our campaign is to approach every AFT member in your building and ask them to sign a Schools Our Students Need Pledge Card. If you haven't received these cards yet, contact your AFT-WV staff rep to request them. As you go, keep a list of who might be willing to help you out and get more involved (the checkboxes on the card will help with that!).



**2.** Next, expand your circle! Ask other AFT members to help you approach other colleagues in your building and ask them to sign on as well. Start building a team of coworkers who can reach out to local churches, businesses, unions, or other important organizations or people outside of the school.

**3.** Distribute support signs to everyone who signed on to the pledge. They're designed to be put on a bulletin board, door, an office or home window, or even in a car window. You can get these from your staff rep, and they come in 8.5" x 11" (letter) and 11" x 17" (tabloid) sizes.



Read the rest of this guide for more tips, and don't hesitate to reach out if you have questions or other ideas for how to strengthen your union and win the Schools Our Students Need!

# Organizing Tips and Tricks

## **Lead with issues and ask questions**

This campaign is about the very serious issues facing our schools and fighting hard for real solutions to those issues. Have conversations with your colleagues and the public about your working conditions, and ask them questions to see what solutions they believe are needed. Of course, joining AFT if they aren't already a member is important too, but it's helpful to discuss what we're fighting for before you ask someone to join.

## **Always make an ask**

Every member should be challenged to step up and take on some of the work of building a strong union and campaign. The more of us who are involved, the stronger our union is. As the Building Rep, you don't have to do everything alone — ask others to help you! You could even ask someone to become a co-Building Rep or run to fill a vacant leadership position in your local union.

## **Stay vigilant for local issues**

As you talk with colleagues, parents, or other community members, listen for issues that you could take on and solve right away. Is there a problem in your school that the county school board or other local authority has the power to fix? You can go back to everyone who signed a pledge card and ask them to follow through on the pledge by writing a letter, showing up to a meeting, or putting pressure on that decision-maker in another way.

## **Double-check signed Pledge Cards**

Ask for personal (not school) email addresses if possible, and make sure all information on the card is written clearly.