

# Campus Actions: 2018 Campaign

## *Personalized Note Writing Actions:*

- ▶ Post card writing for Back-To-School
- ▶ Post-it notes on dorm doors

## *Early Vote-in-Person Activities:*

- ▶ Group trip to vote together
- ▶ Early voting turnout blitz
- ▶ Campaign for campus to be an early voting site
- ▶ Provide transportation to and from voting locations

## *Early Vote-by-Mail Activities:*

- ▶ Ask folks to request ballots and bring them to campus, organize a group activity to mail ballots
- ▶ Bring/send absentee ballots to campus and vote together with food and prizes
- ▶ Host ballot fill out parties in campus location
- ▶ Information Sharing Activities:
  - ▶ Sharing voting information with fellow students
  - ▶ Tabling in the student commons
  - ▶ Partnering with supportive faculty to give “class raps” about voting and education
  - ▶ Identifying groups on campus with shared interests in social justice and civic engagement
- ▶ Distribute early voting toolkits
- ▶ Customize early voting information
- ▶ Sharing voting information/record –
  - ▶ what’s my voting score card?
  - ▶ Share a “cheat sheet” of candidate information
- ▶ Distribute pre-printed notes, postcards
- ▶ Collect vote pledge cards, get signed, get returned
- ▶ Post materials in bathroom stalls, “Tinkle Talk”
- ▶ Educate people on the Secretary of State’s website: early voting ballot request, register to vote online
- ▶ Share/make a 2018 voting timeline
- ▶ Share candidate questionnaires
- ▶ Share information about legislator votes
- ▶ Non-partisan voter literature
- ▶ Issue themed lit with candidate positions on issues
- ▶ History of voting, struggle for voting rights lit
- ▶ Campaign finance and spending literature
- ▶ Invite Board Member, Field Staff, and/or Executive Officer to speak
- ▶ Share your campus voting numbers
- ▶ Voting newsletter, 1-pager, information sheet
- ▶ Endorsed candidates, why they were endorsed
- ▶ Confronting scare tactics, dog whistles, fear tactics
- ▶ About Republican candidates, DFL candidates
- ▶ Learning about 3rd parties, independent voters, swing voters, nonpartisan members
- ▶ Video/testimonials: educators in non-union settings
- ▶ Develop and share norms for political discussion
- ▶ Event between dorms, majors: vote pledges, vote plans
- ▶ Raffle for people with “I Voted” sticker
- ▶ Selfie campaign, competition
- ▶ Best how-to voting video
- ▶ 30 second issue-themed video contest
- ▶ BINGO card challenge with prizes

## *Competitions, Give-Away’s, and Drawings*

- ▶ Event between departments/divisions, buildings, campuses, or chapters:
  - ▶ vote pledges, vote plans
  - ▶ Raffle for people who participated in GOTV activities
  - ▶ Selfie campaign, competition
  - ▶ Best how-to voting video
  - ▶ What would you do if you didn’t have education debt every month?
  - ▶ 30 second issue-themed video contest
  - ▶ BINGO card challenge with prizes

## *Do-It-Yourself (DIY):*

- ▶ Create “Vote!” gear: stickers, t-shirts, etc.
- ▶ Create election trivia & contest
- ▶ Organize a voting simulation activity
- ▶ Write a script about voting and civic engagement, record it, share it
- ▶ Poster for commitments to vote – “I Voted” sticker after you vote

## *Department/division, Chapter, and/or Special Meeting Themes:*

- ▶ Education Debt, Degrees Not Debt
- ▶ Campus safety
- ▶ Working student issues
- ▶ Voting plans
- ▶ Professional development
- ▶ Academic freedom
- ▶ Immigration rights, DACA
- ▶ Income inequality
- ▶ Union rights
- ▶ Living paycheck to paycheck
- ▶ Justice: climate, racial, gender, rural, social
- ▶ Regional issues
- ▶ Higher education funding
- ▶ Unions and freedom
- ▶ Value of belonging and elections
- ▶ Affordable childcare
- ▶ Community engagement
- ▶ Civic duty, pride, and responsibility
- ▶ ELL & language issues
- ▶ Addressing and overcoming divisions
- ▶ Educator voice

## *Do-It-Yourself (DIY):*

- ▶ Create “Vote!” gear: stickers, t-shirts, etc.
- ▶ Create election trivia & contest
- ▶ Organize a voting simulation activity
- ▶ Write a script about voting and civic engagement, record it, share it
- ▶ Give out treats with reminders to vote, in mailboxes
- ▶ Poster for commitments to vote – I Voted sticker after you vote
- ▶ Design and host a 10 minute meeting



## *Social Activities (during or after work):*

- ▶ Early voting party
- ▶ Voting party happy hour
- ▶ Invite other staff, parents, students and/or community members to your events
- ▶ Campaign themed breakfast, lunch or dinner
- ▶ Wine and cheese activity
- ▶ Activities co-sponsored with students, student groups, community organizations
- ▶ Book group and/or joint reading activity on voting
- ▶ Host a rally
- ▶ Walk-in
- ▶ Target your legislator
- ▶ Voter registration drive
- ▶ Provide prep coverage to vote
- ▶ Pool party
- ▶ Family friendly activity
- ▶ Write letters to the editor
- ▶ Host an issue forum, debate
- ▶ Parking lot party
- ▶ Game night
- ▶ Next Gen / Millennial activity
- ▶ Invite candidates for elected office: legislator, school board member, county commissioner
- ▶ Lunchtime Q&A
- ▶ Lunchtime ballot request activity
- ▶ Poster making activity with voting information
- ▶ Before school breakfast on early voting
- ▶ Collaboration with Education Support Professionals and additional staff
- ▶ Collaborative celebration & vote planning event
- ▶ Host a political conference
- ▶ Degrees Not Debt event
- ▶ Multiple language activity with parents, students, community groups
- ▶ Vote plan activity – share polling locations
- ▶ Voter registration table
- ▶ Paint and sip party
- ▶ Event at a brewery
- ▶ Host a workshop
- ▶ Voter registration activity
- ▶ Themed house parties
- ▶ Protest, information picket
- ▶ Women’s Voting Party
- ▶ Selfie station, selfie frame for voting
- ▶ Vote and Dinner party
- ▶ Women’s Voting Day
- ▶ “We Call BS” campaign, “Give A Shit MN”
- ▶ Focus on new members
- ▶ Political Contribution Fund – fundraiser for candidate, political party
- ▶ Political organization fundraiser
- ▶ Service project with political-civic component
- ▶ Partner with local school district, college campus
- ▶ MEA related event

- ▶ Statewide early voting activity, early vote action days
- ▶ Party to call, write, email, social media communication to legislators
- ▶ Pizza party
- ▶ Speed dating 1:1 conversations
- ▶ Event with Republican colleagues
- ▶ Satire group therapy about the state of politics today
- ▶ “Hold Your Nose” and vote campaign

## *Visibility Activities*

- ▶ Wear “I Voted” sticker or “I Will Vote Sticker”
- ▶ Wear “I Will Vote” Education Minnesota t-shirts
- ▶ Create & display “I Pledge To Vote” poster for members to sign
- ▶ Post on the union bulletin board
- ▶ Create, share, and post “I Will Vote” posters, stickers, etc., to put on classroom doors
- ▶ Worksite/building “I Will Vote” thermometer
- ▶ “I Voted” posters

## *Professional Development*

- ▶ Discuss campaign and voting and how it affects PD
- ▶ Add a political-civic component

## *Digital and Social Media Actions:*

- ▶ Share how issues in this election will affect you
- ▶ Face Book profile, Twibbon
- ▶ Create and share video content
- ▶ Use Hustle for peer-to-peer texting
- ▶ Face Book discussion activity
- ▶ Remind app campaign
- ▶ Snap the Vote campaign
- ▶ Snapchat and/or Instagram campaign
- ▶ How to videos on voting, civic engagement
- ▶ Carpool karaoke
- ▶ Face book live event
- ▶ Send out calendar invites
- ▶ Text chain, text-group at work
- ▶ Create social media events, GOTV
- ▶ Create gifs and memes
- ▶ Selfie campaign
- ▶ How much is your student debt
- ▶ Develop a hashtag for your worksite
- ▶ Tag people on social media

## *Other:*

- ▶ Take a political opinions test and organize a discussion
- ▶ Pair an activist with a drop off voter
- ▶ Invite a guest speaker
- ▶ Identify “common ground” issues
- ▶ Phone and/or text-bank your colleagues
- ▶ Door knock your colleagues
- ▶ Partner with community organizations, social justice groups
- ▶ Survey on voting, political issues, share results
- ▶ Develop number of colleagues for outreach