

Menu of Options: 2018 Campaign

Personalized Note Writing Actions:

- ▶ Post card writing for Back-To-School
- ▶ Post-it notes on classroom doors
- ▶ Written notes in school, campus mailboxes

Early Vote in Person Activities:

- ▶ Group trip to vote together
- ▶ Early vote turnout blitz
- ▶ Early vote site campaign
- ▶ Provide transportation to and from voting locations

Early Vote by Mail Activities:

- ▶ Vote by mail application – fill out your applications to vote by mail
- ▶ Ask folks to request ballots and bring them to work, organize a group activity to mail ballots together
- ▶ Bring absentee ballots to school and vote together with food and prizes
- ▶ Host ballot fill out parties in classroom

Information Sharing Activities:

- ▶ Sharing voting information with colleagues
- ▶ 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"
- ▶ Stuff school mailboxes
- ▶ Educate people on the Secretary of State's website
- ▶ Share/make announcements in the building
- ▶ Share/make a voting timeline
- ▶ Promote school levy and/or school board race
- ▶ Share candidate questionnaires
- ▶ Focus on regional issues
- ▶ 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
- ▶ How to run for office
- ▶ Education Minnesota PAC discussion: invite Board Member to speak
- ▶ Share your worksite's 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

Competitions, Give-Aways and Drawings

- ▶ Event between departments, buildings, grade levels, or locals – total 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

10 Minute Meetings Themes:

- ▶ Education Debt, Degrees Not Debt
- ▶ School safety
- ▶ Licensure
- ▶ Working mom, working parent issues
- ▶ Educator pay
- ▶ Voting plans
- ▶ Healthcare costs
- ▶ Pensions and retirement security
- ▶ Professional development
- ▶ Academic freedom
- ▶ Tenure
- ▶ Immigration rights, DACA
- ▶ Income inequality
- ▶ Union rights
- ▶ Educator pay
- ▶ Living paycheck to paycheck
- ▶ Justice: climate, racial, gender, rural, social
- ▶ Special education
- ▶ Regional issues
- ▶ Education funding
- ▶ Negotiations and elections
- ▶ Unions and freedom
- ▶ Value of belonging and elections
- ▶ Affordable childcare
- ▶ Community schools
- ▶ Civic duty, civic pride
- ▶ Pre-K and early education
- ▶ ELL & language issues
- ▶ Addressing and overcoming divisions
- ▶ Workload, Prep Time, or Paid Leave
- ▶ Late career issues
- ▶ Educator voice
- ▶ Janus and attacks on unions



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