2022 Local Union Campaign Planning Template

Local union name:

**Click or tap here to enter text.**

Local president name:

**Click or tap here to enter text.**

Government relations/legislative/political chair name:

**Click or tap here to enter text.**

GOTV leader(s) name(s):

**Click or tap here to enter text.**

Please list any local organizing, bargaining or issue goals for 2022:

**Click or tap here to enter text.**

Please list your local’s challenges around political organizing and getting out the vote in 2022:

**Click or tap here to enter text.**

Please list your local’s opportunities around political organizing and getting out the vote in 2022:

**Click or tap here to enter text.**

Education Minnesota has conducted research on issues most important to members when it comes to voting in 2022. The top issues are below (with at least 60 percent of members saying the issue is “very important”):

* Protecting collective bargaining and the right of the union to negotiate for higher wages and better benefits.
* Prioritizing the mental health of students and educators.
* Respect for educators – both licensed staff and ESPs – by recognizing their worth, workload and expertise and ensuring fair compensation and safe working conditions.
* Advocating for a tax system that fully funds public education by making sure the wealthy and rich corporations pay their fair share.
* Improving outcomes for students of color.
* Establishing a $25 an hour minimum wage for ESPs, and allowing them to access unemployment benefits during the summer.

Please identify the top three issues in your local this campaign.

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2. **Click or tap here to enter text.**

3. **Click or tap here to enter text.**

Based on midterm elections in 2010 and 2014, we estimate that up to 30-40 percent of Education Minnesota members may skip voting in the 2022 election, and that up to 24 percent of our members may consider voting for anti-union candidates who would take away our collective bargaining rights nor address any of the issues above. We are not assuming that because someone voted in surge election years 2018 and 2020 that they will vote in 2022. This means we could risk having up to 35,000 of our members sit out the election (just like 33,000 sat out in 2014).

* These include ESPs, BIPOC members, members in their first 10 years in the profession and members who identify as politically independent.

How motivated do you think your members are to vote in 2022 and to vote for pro-union candidates? What are three barriers that could get in the way of them turning out to vote in record numbers this year?

1. **Click or tap here to enter text.**

2. **Click or tap here to enter text.**

3. **Click or tap here to enter text.**

We will be focusing on educating members with non-partisan messages about the candidates’ stances on the collective bargaining and other top issues. Please list three ideas you have to making this type of education informational, accessible and non-controversial in your local.

1. **Click or tap here to enter text.**

2. **Click or tap here to enter text.**

3. **Click or tap here to enter text.**

Planning collective actions in the campaign

The Education Minnesota Political Action Committee is strongly encouraging our top 80 licensed member locals and top 20 ESP locals to commit to three collective actions at the worksite level during the campaign, as well as conduct one-on-one conversations with targeted voters. These actions include:

1. Spring 2022 – worksite event or action to promote voter pledge cards and share information with all members about collective bargaining rights and the top issues in the election.
2. September 2022 – share non-partisan candidate comparison at union meetings or other gatherings at the worksite level, highlighting where candidates stand on our rights and public education.
3. October/November 2022 – non-partisan get-out-the-vote activities in every building.

With support from Education Minnesota, we will support our worksites in scheduling and carrying out the following activities for these collective actions. Choose at least three, and check all that may apply in any of your worksites:

|  |  |
| --- | --- |
|  | 10-minute meeting(s) sharing information with members about the 2022 election, the issues at stake and asking 100 percent of members to sign pledge cards. (Strongly encouraged for all locals in April/May/June) |
|  | 10-minute meeting(s) sharing non-partisan voter information about candidates’ stances on collective bargaining rights, mental health and other top issues. (Strongly encouraged for all locals in September) |
|  | Social activity or educational activity with a focus on voting. (Strongly encouraged for all locals in October/November) |
|  | Texting or digital activity with colleagues to share non-partisan voter information about candidates’ stances on collective bargaining rights, mental health and other top issues. |
|  | Tabling in breakroom and passing out non-partisan voter information about candidates’ stances. (Same as above) |
|  | Return signed pledge cards to mailboxes with treat or giveaway on first day of early voting (Sept. 24). (Strongly recommended for all locals). |
|  | Postcard/note writing activity, writing notes with and for colleagues about why they are voting this election. |
|  | Group trip to early vote location to vote together. |
|  | Group activity to vote early by mail. |
|  | Election week get-out-the-vote blitz in buildings, supported by Education Minnesota staff. |
|  | Other: **Click or tap here to enter text.** |

Please write the calendar of events for your local from April–November. Besides worksite collective actions, include steps like presentations at union meetings, newsletters, social media, etc.

April 2022

|  |  |
| --- | --- |
| Week of 4/4 | * **Click or tap here to enter text.** |
| Week of 4/11 | * Worksite fliers and pledge cards received from Education Minnesota * **Click or tap here to enter text.** |
| Week of 4/18 | * **Click or tap here to enter text.** |
| Week of 4/25 | * **Click or tap here to enter text.** |

May 2022

|  |  |
| --- | --- |
| Week of 5/2 | * **Click or tap here to enter text.** |
| Week of 5/9 | * **Click or tap here to enter text.** |
| Week of 5/16 | * **Click or tap here to enter text.** |
| Week of 5/23 | * **Click or tap here to enter text.** |
| Week of 5/30 | * **Click or tap here to enter text.** |

June 2022

|  |  |
| --- | --- |
| Week of 6/6 | * **Click or tap here to enter text.** |
| Week of 6/13 | * **Click or tap here to enter text.** |

August 2022

|  |  |
| --- | --- |
| Week of 8/15 | * **Click or tap here to enter text.** |
| Week of 8/22 | * **Click or tap here to enter text.** |
| Week of 8/29 | * Worksite flyers received from Education Minnesota * **Click or tap here to enter text.** |

September 2022

|  |  |
| --- | --- |
| Week of 9/5 | * **Click or tap here to enter text.** |
| Week of 9/12 | * **Click or tap here to enter text.** |
| Week of 9/19 | * **Click or tap here to enter text.** |
| Week of 9/26 | * **Click or tap here to enter text.** |

October 2022

|  |  |
| --- | --- |
| Week of 10/3 | * **Click or tap here to enter text.** |
| Week of 10/10 | * **Click or tap here to enter text.** |
| Week of 10/17 | * **Click or tap here to enter text.** |
| Week of 10/24 | * **Click or tap here to enter text.** |
| Week of 10/31 | * **Click or tap here to enter text.** |

November 2022

|  |  |
| --- | --- |
| Week of 11/7 | * **Click or tap here to enter text.** |

Please list all resources you will need from Education Minnesota to carry out your plan (staffing, printing, messaging, training, funding, etc.).

**Click or tap here to enter text.**