



Building a Volunteer Army

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Goals for today

- Review lessons learned from member volunteer engagement on No on 2 campaign in Massachusetts
- Discuss several key issues and potential road blocks
- Overview of current state of Massachusetts statewide membership engagement plan and training regimen
- Discuss roles of volunteers, potential places to find them, and strategies for engaging retirees from around the country

Victory on Question Two

- Over 1000 AFT Massachusetts campaign volunteers
- Over 20,000 Doors knocked
- Over 40,000 phone calls made
- Over 3,000 AFT Mass participants in telephone town hall
- Numerous rallies, actions, standouts
- Overwhelming Victory for public ed at the Polls

Difficulty Maintaining Momentum post campaign – Pivot time!

- Lost momentum coming out of statewide victory in November of 2016
- Used sense of urgency of Trump Victory and lessons learned from campaign work to craft engagement plan
- Focus of Engagement Plan:
 - Big goals on engagement
 - Early focus on training and building workplace infrastructure



Our Membership Engagement Plan

During the upcoming academic year, all AFT Massachusetts locals will focus on accomplishing these 3 goals:

1. Build Power in the workplace through on site union meetings, 1 on 1 conversations, and local actions
2. Improve data collecting and tracking of our members contact information and union activity to improve our communications strategies, mobilization capabilities, and record keeping
3. Increase training capacity of building reps and activists to build greater strength in our local organizations

Success will look like:

- Every member of AFT Massachusetts local union will have a 1 on 1 conversation about the value of belonging to the union this school year
- Fifty percent of AFT Massachusetts members will take action (signing a petition, attending an event, etc)
- Ten percent of AFT Massachusetts members will become activists & engage in winning local & statewide campaigns

3 main organizing strategies

1. Internal organizing in locals focused on increasing member participation
2. Member engagement on legislation and political priorities of AFT Massachusetts
3. Locally based external engagement and work with community activists, parents, and others



Workplace Infrastructure

- **Fall focus on training**
 - Organizing your workplace, 1 on 1s, 10 minute mtgs, new member outreach
 - Ask at every training: Go Deeper - follow up with a train the trainer and a local training & start 10 minute mtgs coming out of each regional training in your buildings/local
- **Other Offerings:**
 - Debt Clinics, mapping & charting, data
 - Created support menu (handout)
- **Issue ID and Campaign Support**
 - Examples: Contract Campaigns, Ed Justice, Political



Key Issues to navigate

State federation issues

- Regional vs local trainings
 - Being nimble in trainings and responding to local needs
 - N. Attleboro example. Merimack Valley Example. Boston Example
- Autonomy vs Urgency
 - Lawrence Example
 - Other lessons learned from Lawrence: clear roles and responsibilities for wider group of members. Pitch to leadership as a way to lighten the workload



Building the Army and Getting the Work done

- AFT Examples of working with retiree volunteers
- Needs to be broader than just our members
- One great place to go for more volunteers are our retirees
- More than just politics
 - Can be knocking doors – stuffing envelopes etc
- Training and leadership development
- **Institutional memory** - Lynn and Lawrence examples
 - Retirees and new members working together

Moving Forward

- Next level of training – more in depth
- Data tracking of participation
- Polling and focus group – Janus specific messaging
- **MOST IMPORTANT:** Continue to create and support local campaigns on key issues



What success will look like for Locals

- Win local fights, better contracts, school committee elections, etc
- Win statewide legislative & policy victories
- Strengthen connections with our natural allies: parents & students
- Track data to show increased member participation in union activities