**Outreach Drives – Template Orientation Agenda**

# Time:

Meet & Greet/Participants Gather: 15-30 minutes

Orientation: 60-90 minutes

# Sample Orientation Agenda

**1. Introductions**

* Name, role in union, job/department (Go-Around)
* Raise your hand if…..(examples, tailor to the group, feel free to add new ones)
  + You have EVER talked to a co-worker about anything? (popcorn out a few responses)
  + You have EVER talked to a co-worker about the union? (popcorn out a few responses)
  + You’ve participated in an outreach drive before? (popcorn out a few responses)

**2. Overview of the Outreach Drive *\* Trainer walks through pre-charts***

* Who, what, where, and when
* And, why!

**3. How It Will Work \**Trainer walks through logistics and drive materials.***

* Logistics Review
  + Dispatch plan
  + Teams
  + List layout
  + Packets
  + Materials
  + Shifts
  + Other
* Schedule and shift confirmations
* Membership Form Review

**4. Our Message & Ask *\*Ask for volunteers to read the script aloud while everyone follows.***

* Script Review (Read Aloud by Volunteers)
* FAQ & Leave Behind ***\*Ask for volunteers to read aloud any FAQs or Leave-Behind***
* Discuss ***\*Answer any questions the group has***
* Challenging Questions ***\* List out questions volunteers think may come up. Review how to best answer.***
* Practice in Pairs: Your Own Voice ***\*Introduce role play. Emphasize: Put script in your own words and voice.***

***Be genuine; NOT sales. Have authentic and honest conversation with co-workers about the union. Clear ask.***

* Debrief

**5. Wrap Up**

***see next page for trainer pre-chart examples***

# PRE-CHART EXAMPLES FOR TRAINER (TAILOR FOR YOUR GROUP & DRIVE)

**WHO we are talking to:**

* Fair Share Agency Fee Payers
* Union Members with Missing Signature Card
* And, all other union members

**WHAT we are talking about:**

* Union update and recent accomplishments
* Janus
* Join the Union/Sign a Membership Form
* Contribute to COPE
* Attend a Membership Meeting

**WHEN & WHERE are we talking to people:**

* At the end of class at their classroom

**WHY we are out talking with bargaining unit members:**

* Increase membership
* Expand participation
* Strengthen our union’s ability to achieve gains for our members, our students, and our community!
* Union democracy
* Building relationships across the union
* Identify what people care about
* Visibility
* Prepare for Janus
* ***Building A Strong Local Union!***