



AFT MASSACHUSETTS

# Member Engagement

SCHOOL • CALL • CANVASS

## Why You Need the Union and Why the Union Needs You!

Starting with the first day of the new school year, our locals are launching a major member engagement effort with the goal of speaking to each and every member of our union. The purpose of these member-to-member conversations is to ask every member to recommit to the union.

We want elected local union officers, building representatives and state federation staff to speak with everyone in their school during the first weeks of school about the *Janus v. AFSCME* case, its impact on our right to have a voice in the workplace, and why we need to stand together in our union. Protecting and building our union is the best way to protect and build our power and our voice.



## 2017-18 Action Plan

School. Call. Canvass

**Fall:** **School**-based ten-minute meetings in each school site. Collect recommit cards with member contact information, including but not limited to nonwork email, school worksite, home address, cell phone and home phone.

**Winter:** School-based **calling**/phonebanking in each local with assistance from local union leaders and state federation staff, goal will be to have a conversation with each union member about the value of remaining a full dues paying union member.

**Spring:** Door-to-Door **canvassing** to each member's home to discuss why being a union member is so vital in these unprecedented and uncertain times.

The goal for our program is to have one-on-one conversations with our 23,000 members statewide and urge at least half of our members—11,500 members—to help build the union by taking at least one action, like: wearing a sticker/button; attending a rally; hosting/attending a house party; working on a coalition; attending a school committee meeting; or running for public office. We will increase our union activists by 10 percent and empower 2,300 new union leaders to listen, learn and take action.

For information, contact AFT Massachusetts  
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