**“U & I in Union” Comm. Campaign**

 • message: “The ‘U & I in Union’”

 • objective: keep members as dues-paying members in post-Janus environment

 • primary components:

 ◦ compelling personal stories w/members as messengers

 ◦ utilizing all comm. methods -- from print to online

 ◦ comm. pieces to jumpstart worksite coversations

 • key goals:

 ◦ build value of membership

 ◦ instill sense of belonging

 ◦ flip perception (inclusive vs 3-party unionism)

 • overview

 ◦ stickers

 ▪ design simple “U & I in Union” logo

 ◦ campaign web page

 ▪ “U & I in Union” posts

 ▪ Janus case background

 ▪ terms & definitions

 ▪ links & resources

 ◦ monthly web post, video, postcards

 ▪ feature 1 member & leader, telling story of union win

 ▪ examples of how “union had my back”

 ▪ incl hypotheticals

 ▪ “what would happen to me w/out our union?”

 ▪ “what are my dues worth?”

 ▪ incl key narratives

 ▪ “we are the union”

 ▪ “there is no union without U & I”

 ◦ monthly new member “welcome” e-mail blast & text

 ▪ share previous e-newsletter in e-mail blast

 ▪ inform members to check e-mail in text

 • campaign schedule

◦ **Mid Feb**

 ▪ **Feb. 26** SCOTUS oral arguments actions turn-out

 ▪ alert email blast for Htfd & Storrs events

 ▪ share Htfd & Storrs event info at social media

 ▪ announce **Feb 26** oral arguments schedule

◦ **Late Feb**

 ▪ 1st “U and I in Union” video

 ▪ 3 member leaders sharing progress, union wins

 ▪ update email blast

 ▪ review **Feb - Mar** reg leg mtgs

 ▪ SCOTUS oral arguments actions

 ▪ **Feb. 26** Htfd & Storrs events

 ▪ prep report-back

◦ **Early Mar**

 ▪ “U and I in Union” stickers & petition

▪ **Mar. 3** leg issues conf in Htfd

 ▪ “U and I in Union” webpage

 ▪ link launch video

 ▪ link relevant news clips

 ▪ Janus lawsuit Q&A

 ▪ link AFT nat’l fact sheet

◦ **Mid Mar**

 ▪ 2nd “U and I in Union” story

 ▪ video

 ▪ 1 member w/their local leader sharing story of union win

 ▪ link to camping web page

 ▪ update email blast

 ▪ send to all members

 ▪ postcard

 ▪ send to all members of local

 ▪ incl member leaders

◦ **Late Mar**

 ▪ Member update e-mail blast & text on "decision day”

▪plan beginning **Mar. 26** and though **Jun. 25**

 ▪ “U and I in Union” sticker actions on "decision day"

▪beginning **Mar. 26** and every **Mon.** though **Jun. 25**

▪coordinate photos on social media w/campaign messages

 ▪ #IAmAFT

 ▪ #AFTAllIn

 ▪ #VoiceForAll

◦ **Early Apr**

 ▪ Member right-wing contact “inoculation” e-mail blast

 ▪ new member “welcome” e-mail blast & text

◦ **Mid Apr**

 ▪ 3rd “U and I in Union” story

 ▪ video

 ▪ 1 member w/their local leader sharing story of union win

 ▪ link to camping web page

 ▪ update email blast

 ▪ send to all members

 ▪ postcard

 ▪ send to all members of local

 ▪ incl member leaders

Revised, 3/8/18