**“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