Member Engagement Plan Guided Questions

The questions below are designed to help you craft a plan for engaging members in your local. The question sequence is purposeful and each section should be answered before moving to the next.

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| **Goal-Setting**   * What are the major issues or challenges facing your local? *These could be internal or external* * What can you do about them? * What can the local “win” this year? * Does it respond to a specific need or desire surfaced by the members? * Is it realistic to believe it can be achieved in next 12 months?   **Targeting**   * Who do you need to engage to meet your goal?   **Strategy Development**   * How are you going to do it? * What are some avenues for creating the change? (Negotiations, legislative, policy, etc…) * How, specifically, will you engage members?   **Timeline for Implementation**   * What can you do before the end of this school year to move toward your goal? * What can be done over the summer? * During back to school week?   **Identify Next Steps**   * What are the immediate action items to get your plan moving? * Who is responsible for moving the plan forward? * What is your process for soliciting feedback from members and communicating your progress? |  |

**SAMPLE** Local Membership Engagement Plan

This worksheet is designed to provide you with the core elements of a plan to engage members in your local.

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| **Step 1: Set Goal(s)**   * To make our local more member-driven, with members engaged in setting priorities. * To hold at least one 10-minute meeting in each building | **Step 2: Targets**   * All members * Worksite reps |
| **Step 3: Strategies and Timeline**   * **Before the end of this school year:** * April 9: 10-minute meeting about Friedrichs with worksite reps to educate and ask them to share their thoughts on what the local’s priorities should be and to sign up for another 10-minute meeting on another topic * Conduct at least ten 1-1 conversations * **Over the summer:** * Conduct at least 25 1-1 conversations with members * Recruit at least 5 people from local to attend Summer Seminar * **Back to school in the fall:** * Utilize workshop week to welcome new members and talk with them about their union | |

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| **Step 1: Set Goal(s)** | **Step 2: Targets** |
| **Step 3: Strategies and Timeline**   * **Before the end of this school year:** * **Over the summer:** * **Back to school in the fall:** | |