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?
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**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
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| **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:**
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