

From: **Susan Polouski, Organization & Field Services** spolousk@aft.org

Subject: June Housecall Blitz - Info for Local Presidents Call

Date: May 5, 2016 at 10:45 AM

To: Louis Malfaro, AFT VP lmalvaro@texasaft.org

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Hi Louis,

Here are the things that came out of the meeting we had yesterday about the June Housecall Blitz that we thought would be useful for you to share with the Local Presidents' call today. RCs , Rob and Amanda - Please let me know if I missed anything. Louis, please let me know if you have questions.

\*\*\*One important note is that AFT is scheduling some national staff to come in and participate in this blitz. At this point they will be in Dallas, San Antonio and the RGV (possibility of some folks to Corpus given Region 6's geographic challenges). They will be on the ground Monday June 6 - Friday June 17th.

### **Goals of Blitz:**

1. Convert as many members as we can to Alt Dues
2. Run a blitz with cohesiveness across the state
3. Have Unified Message Across the State

### **What Locals Participating Need to Do:**

(This is based on the agreements the Region 5 Presidents have for the Houston Blitz)

1. We ask that Locals provide some kind of notice to Members that this is happening - email blast, letter mailed, etc.
2. The blitz is about converting members to alternative dues payments. Local participating will be joining us in converting members. This is part of a statewide action.
3. Provide Access to Lists for Cutting Turf - Amanda will be driving this at the state level with key point people being data managers in each region.
4. Each Local needs to recruit volunteers, assign staff & Local Point person. We also would like local presidents, and executive boards if possible, to participate to a smaller degree than staff, but their visibility will help us show Local commitment.
5. AMP will provide their staff, some volunteers ( # depending on the AMP membership of the region). AMP will not provide food for people who work on the blitz.
6. The Blitz will have streamlined lit across the state.
7. We ask that Locals help us in trumpeting successes on the doors through their social media accounts.
8. We ask that Local Presidents share the blitz expectations with their staff and volunteers participating.

### **Training Dates and Blitz Dates:**

Regions 1 & 2 (Dallas)

#### REGIONS 2 & 3. (Dallas)

Training on the morning of June 6. Blitz will run Monday through Friday from June 6-June 30. The only Saturday Scheduled for housecalls at this point is June 11th as AFT HQ staff will be here and ready to be on the doors.

#### Region 4: (San Antonio)

Training on the morning of June 6. Blitz will run Monday through Friday from June 6-June 30. The only Saturday Scheduled for housecalls at this point is June 11th as AFT HQ staff will be here and ready to be on the doors.

#### Region 5: (Houston)

Initial Training on May 18th

June 13th - Blitz begins with additional training. Blitz runs June 13th - July 1. Blitz will run Monday - Friday

#### Region 6: (McAllen)

Training on the morning of June 6. Blitz will run Monday through Friday from June 6-June 30. The only Saturday Scheduled for housecalls at this point is June 11th as AFT HQ staff will be here and ready to be on the doors.

#### **Training and Orientation Elements:**

The same training will be done in each region for staff and VO's participating. Training elements will include.

- Campaign Overview
  - Alt Dues Plan - what and why
  - Local/OCs/AMP Overview for context
- Message and Rap - Local Accomplishments cheat sheet for doors.
- Role Plays
- Review of Materials
- Schedule - Brief/Debrief, First Knock, Last Knock and Returning Forms that evening
  - 9am - Briefing/Debriefing
  - 10am - First Knock
  - 6pm - Last Knock
  - Forms dropped off to staging office at end of the day.
  - One Hour lunch
- Expectations:
  - Dress Appropriately- Wear AFT Gear (Shirts)
  - No Mailbox drops
  - Etiquette on Doors
  - No holding on to forms overnight
  - Working in Pairs Week 1, TBD for week 2 and beyond
  - Schedule May Change to Maximize Effectiveness on Doors
- Reporting
- Data Security
- Logistics

- ~~Logistics~~
- Goals

### **Communications Materials that We Will Provide:**

- Dues Cheat Sheet for AMP, OCs and Participating Locals
- Local Information Cheat Sheet for Locals Participating
- FAQ
- Generic Application
- Generic Drop Form
- Rap
- Local to Leave with Members House Visited - general statewide priorities lit
- Take Action! Form: Local Service/Issue Intake Form to turn into Locals
- Leader/Activist ID form to turn into Locals
- Door hangers
- Own Your Power Magnet or Notepad (ordering now)
- Push Pieces

### **Logistics - Turf Packs - Etc.**

1. We will be using the VAN to do turf, much like we do in election canvasses.
2. There will be training for Local Point People on Tracking Info on Mini-Van
3. Action Network Access will be provided if needed