**TEXAS AMP REGION 4**

**TRANSITION TO ALTERNATIVE DUES CAMPAIGN PLAN**

**Northside OC Tier1**

**2-01-16 through 2-1-17**

**DRAFT**

**Organizing Goal:**

The Northside OC campaign plan goal is to achieve charter status and to implement alternative dues conversion. The primary goal is to convert all current and future NAFT/OC membership to an alternative dues structure from the existing payroll deduction model.

**Structure:**

Northside OC is a Tier 1 district. Tier 1 districts are defined as those districts where there is active engagement in structure building, membership recruitment, and development to higher levels of organization. Each Tier 1 district has been assigned a fulltime staff organizer for a minimum of two years or more.

**Current Leadership Capacity:**

Northside OC has 103 Building Reps. 18 campuses have multiple Building reps. there are 28 campuses with out a Building Rep.

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| **Table 1: Tier 1 BR Ratings** |
| 1(Top Leaders) | 2 | 3 | 4 (communicators) |
| 17 | 20 | 32 | 34 |

**Campaign Objectives:**

The campaign objective will be to communicate electronically, via email, text and phone with the primary focus on conducting “one on one” conversations with every member. Every member will be communicated with electronically, via email, text, and phone.

* First objective: Conduct at least two site visits at each of the 106 worksites within the first six months of the academic year.
* Second objective: Resources and focus will be directed towards the development and expansion of leadership teams at all worksites.
* Third objective: Identify existing district leadership for the purpose of education, inoculation, and the development of locally based strategies. Provide training for all leaders to develop full engagement at the campus level in the campaign.
* Fourth objective: Conduct a Regional staff training to review campaign plan objectives, resources, best practices, literature, and planning.
* Fifth objective: Draft a master calendar of activities through 02-01-2017.

**Campaign Milestones**:

* Assign AMP Staff areas of targeted worksites. Staff will be conducting organizing conversations at worksites, obtaining individual employee assessments, identifying new leaders and providing support and resources to existing BR's.
* Literature development will include testimonials from members personalizing the sense of urgency and enhanced outreach.
* Volunteers will be recruited to assist in mobilization, social activities, distribution of literature, phone banking, and recruitment. Volunteers will be recruited at all campaign events. All volunteers will be placed in a database to track and record participation by activity and campus for future mobilization efforts.
* Leaders will be asked to reach personal campaign goals for outreach and conversion.
* Materials, lists, and charts will be created for each targeted district.
* Targeted site visits and social events will be scheduled in advance and calendared on a master campaign calendar.

**Campaign Benchmarks:**

* Staff will conduct a minimum of eight site visits in teams of two in each week of the campaign. Staff will conduct a minimum of one social event related to the conversion campaign in each month of the campaign.
* A campaign calendar will be drafted to review and evaluate all related campaign activity, literature drops, phone banking, email, text messaging, and campaign events.
* Area Leadership Training sessions will be held once per month in an effort to support existing leaders and to develop new leaders.
* Materials, charts, lists, and literature will be created and distributed to staff at least one week prior to any scheduled event.
* Organizing teams of two will be assigned to staff in their respective geographical turf where possible.

Teams will phone bank and email each member in the targeted district prior to the scheduled site visit. At the first site visit staff will educate and distribute materials for the conversion to ACH debit. At the second visit to be held within the same week members will be reminded via email, phone bank to bring necessary documents to complete the conversion. In the event that the statewide website and electronic conversion forms are available, they will be integrated into the campaign at that time.

* Area social events for the purpose of dues conversion will be held at least once per month. Members will be emailed; phone banked, sent text messages and distributed flyers at their campuses at least three days in advance of the event.
* The same formula will be repeated district-wide until every campus has been visited.

**Campaign Goals:**

* **Site visits:** Each team of two completes 12 sites visited twice per month (24 visits per month). With an average of 4 teams in our region, that would be 96 site visits per month, or 384 site visits per quarter.
* **One on One conversations (assessments):** we assume the average number of members per worksite for tier one districts is 18. During the lunch visits we anticipate assessing half of all members. Since half of our site visits are lunch visits (12), we set the goal of 108 assessments per month per team in Tier 1 districts during our lunch visits. The other half of our site visits will take place before or after school. Since we will be driving turnout for those visits through the phone bank, we hope to assess 2/3rds of our members (12) during these follow up visits. That would be an additional 144 assessments per month per team. Added together, the goal is for each team to have 252 assessments per month. That way we could have 1008 one on one assessments per month across the region for the Tier 1 campaign and that would put us on pace to have 4032 assessments in the quarter.

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| **Table 3: Assessment Goals for Campaign in Tier 1 Turf** |
|  | Average Members Per Worksite | Team Assessments Per Month | Monthly Regional Assessments  | Quarterly Regional Assessment Pace |
| Tier 1 Districts Lunch Visits | 18 (Half get contacted) | 108 | 432 | 1728 |
| Tier 1 DistrictsFollow up Visits | 18 (2/3 are contacted) | 144 | 576 | 2304 |
| **Total** |  | **252** | **1008** | **4032** |

* **Phone and Email**: Every member with a working phone number will get a follow up phone call to turn them out to the follow-up visit to their campus during our first pass through the turf. All members with a working email address will get 2 emails during our first pass through the turf, one to alert them to the lunch visit and one to remind them to come to the follow-up visit. Phone records and email records will be captured and updated using sign-in sheets at all events. Towards the end of our first pass through the turf, we will phone and email all unconverted members time to invite them to the social. A final 4th email will go out to all members after the first pass encouraging them to complete their paperwork online or with the BR on their campus.
* **Percentage of unit assessed:** The goal is to conduct two site visits per worksite, blanketed by phone and email contacts to members. We will also have a district wide social event for Tier 1 Turf. Our goal is to assess over 75% of the members in-person and assess 95% of our members by using these multiple methods of outreach.
* **Leader Training:** The goal is to train every building rep at each worksite in Tier 1 turf. Trainings will be done one-on-one after either during the BR’s conference time or after our after school visits.
* **Leader Goals:** Leaders will be given the goal of converting 5 members to ACH debit during the campaign. They will be left with a list of all unconverted members after the site visits and the socials and will be encouraged to work on the remainder of their colleagues using the materials provided during the one on one training.