

GET STARTED!

Never Be Wrong— Plan and Execute Turnout

Moving others to action is an essential part of organizing work. This includes turnout to meetings, rallies and to vote in the union election. Make sure you know why you are having this meeting or rally, and why it's important to building the union. This is your message and should be part of the discussion with the committee and their co-workers.

Turnout matters. It builds the momentum and excitement to win campaigns.

✓ LEADERS FIRST

Work with a committee of leaders who can talk through why turnout is important and map out who can talk to whom. Involve them in every aspect of the planning and execution: turnout, sign-in sheets, list work, driving, food, etc.

✓ RELATIONSHIPS MATTER

Organizers and the committee should identify people whom they will ask for a commitment. Don't let leaflets, emails or phone banking by others substitute for the one-on-one connection you have.

✓ SET A 'QUOTA'

This is your bottom-line commitment for how many people will show.



Double It!

Get twice as many commitments as your quota!

Things go wrong all the time at work, at home, with weather and much more.

If you want 20 people at the meeting, get 40 to commit.

✓ **COMMITMENTS COUNT**

Chart every person who committed to attend and track each followup. Accountability shows everyone involved that the work is important and critical to the campaign.

✓ **DON'T KEEP IT TO YOURSELF**

Talk to others multiple times as the meeting gets closer about why turnout to the meeting is important, and what they can expect to hear.

✓ **SWEAT THE DETAILS**

How will he get to the action? When will she vote? Need a ride? Track it.

✓ **LEARN FROM MISTAKES**

Followed all the rules and things still didn't go as planned? *Do an honest debrief*: What worked? What didn't? What did we have control over? What should we take into account for next time?

✓ **REPEAT**

What's a Commitment?

A commitment is a person who is asked to attend the action in a face-to-face meeting and can say why their participation in this action is important to the campaign/union/issue *AND* who is someone who still says they are coming two more times, including the day of the action.