

GET STARTED!

Start a Petition Drive

Petitions can be great tools in organizing campaigns. Petitions are easy ways for people to take action, help get a message out, and mobilize support around something like an issue that unites people.

MAKE A PLAN

Be clear about what you want to accomplish and how it will help the campaign.

- How many signatures do you need to make the drive successful?
- How long will it take?
- How many people do you need to collect signatures to get it done?
- Once you have collected signatures, how will you use the petition to move your campaign forward?
- What information do you want to collect on the petition?
- Will the petition be made public or only be shown to a certain group of people?

THINK THROUGH MESSAGE

A petition sends a message to the people who sign it as well as the person it's delivered to.

- Keep the message short so that when you ask people to sign the petition, they can read it quickly.
- Make sure the message unites as many people as possible.
- Focus on an issue that affects the entire workforce and not just one department.
- Be clear about the ask and the response you want.



Be Clear About Purpose

What is the goal of your petition?

- Make a change to a specific problem at work.
- Gauge support for the union overall.
- Engage community members or others in the campaign.
- All of the above.

BEFORE YOU BEGIN

Planning and setup before you launch the petition can be the keys to success.

- Involve the committee in determining the plan and making the survey.
- Train volunteers—do role-plays and practice making the ask and answering questions of potential signers.
- Set goals of when you want to have the petition finished and work backward to decide on daily goals.

LAUNCH THE PETITION

Determine the shortest period of time possible to collect signatures and reach your goal. This will keep the campaign exciting and keep the end in sight.

- Have daily check-ins to track progress and adjust times.
- Keep the committee engaged in assessing progress of the campaign.
- Use the petition to reach new people who may care about the issue but not have strong feelings about our union.
- Use the petition in an action that demonstrates the power you have built through the petition drive.

FOLLOW UP

When you're done, there is work to do.

- Communicate widely how power in numbers made a difference.
- Identify new activists who stepped up and get a plan to keep them involved in the campaign.
- Follow up with people who signed the petition but still might have questions about the overall union campaign.

What You Will Need

- Wall chart to keep track of the goal and daily progress.
- List of people who will be asked to sign the petition and who will ask them.
- Activists to take assignments to reach out to others.
- A written message about the petition that says what we are doing and why.
- Training for the activists.