

GET STARTED!

You've Got an Election Date, Now What?

If you've got an election date, then you need a get-out-the-vote (GOTV) plan. The plan should be centered around turning out the people who have firmly committed to voting yes. Having a detailed plan and calendar will help you win. Here is how to start.



MAP OUT THE DETAILS

Get all the details in one place. Chart them so you can track progress leading up to and on election day!

- Identify the “yes” votes.
- Create a chart that shows when people will vote (dates, times, locations).
- Connect leaders to their networks.

Tips

Be meticulous about the details of the GOTV plan.

Make sure leaders and staff are a part of the planning process and that everybody is clear about their role.

ARE YOU GOING TO WIN?

Once you map it out, think through the ingredients of a successful union election campaign.

- Do you have enough identified “yes” votes to win?
- How many “no” votes are there?
- How active will the employer or others be to get out the “no” votes?
- Do you have an outreach plan for every voter?
- What will stop people from voting? Is there a plan to solve problems?
- How effective will a last-minute “vote no” message or campaign be?
- Have you figured out what might happen and how to minimize it?
- Are committee and members all part of the plan and know what to do?

COMMITTEE LEADERS OUT FRONT

Leaders and networks are key to making sure there is strong participation; make sure everyone has a role. Committee leaders can play an important role.

- Help map out the plan and coordinate tasks with the team.
- Remind co-workers to vote.
- Help with logistical obstacles to voting; solve problems.
- Work their networks to ensure good turnout.

ELECTION DETAILS

Make sure you stay on top of the election details as you get your co-workers ready to vote.

- Observers from both the union and management are allowed. Pick co-workers who are respected by others.
- Break up the observer shifts into small allotments so people don't get bored.
- Work with your team to identify any challenges and make sure co-workers know they still can vote even if the employer challenges their ballot.
- Fight for a fair election process and limits to intimidation by the employer or others.

The "Vote No" Campaign

Do not underestimate the power of the employer's anti-union campaign.

Last-minute scare tactics and an employer's inherent power over people's lives will give actions increasing weight.

Fight for an election process that limits pressure and coercion.

COMMUNICATIONS

Reach out to co-workers one by one and make sure there is an overall message that reinforces why we are organizing a union.

- Create a "vote yes" campaign with signatures or pictures that gets people excited about the vote and shows our power in numbers.
- Be realistic about any outreach to undecided co-workers as you near the election. It's OK to focus on the people you need to win.
- Be prepared against a last-minute "vote no" campaign. Think through and have an action plan for what might happen in advance.