

# Sample Elements of a Campaign Plan

TSTA Local Organizing 2023

1. **Issue** – what issue(s) is the local attempting to organize and mobilize members and potential members to solve?
  - a. Examples: COVID-19 safety and health, due process for ESPs, anti-privatization, salary and pay raises, dignity and respect at work, building and strengthening workplace structures.
2. **Targets** – who is the local going to make their demands to in order to solve the issues (you may not have a target if you are focusing on building and strengthening workplace structures)?
  - a. Examples: Superintendent, School Board Members, District CFO (by name).
3. **Qualitative/External Goal(s)** – what are you hoping to win and/or accomplish through your organizing?
  - a. Examples: Win a pay raises, build a community-educator coalition, increase the number of ARs and local leaders, stop outsourcing, form an Organizing Committee.

4. **Quantitative/Internal Goals** – what increases to organizational capacity are you hoping to achieve through your organizing?

- a. Examples: Recruit 100 new members, hold 200 one-on-one conversations, survey 90% of membership, recruit and train 10 new ARs.

5. **Tactics** – what are you going to do to organize and win?

- a. Examples: member-organizers hold one-on-one conversations and small group meetings with members and potential members, run a petition, have an action at a school board meeting, hold membership recruitment drives, host an organizing training for leaders and members

6. **Timeline** – what is the timeframe in which you hope to accomplish your goals and execute your tactics?

- a. Example:

April: Recruit 50 new members during “Free to Fall”, member-organizers hold 20 one-on-one conversations, launch petition for pay raises

May: Recruit 20 new members, member-organizers hold 30 one-on-one conversations, petition gains 200 signatures, hold an AR training

**June:** Plan school board action, mobilize 100 members to attend school board action, deliver petition for pay raises, have 3 members speak at school board meeting. Member-organizers hold 50 one-on-one conversations

**July:** School board approves pay raises! Recruit 10 new members. Host a “union open house” to celebrate victory. Member-organizers hold 50 one-on-one conversations

**August:** Prep for back-to-school and NTOs. Recruit 50 new members through NTOs. Launch issue survey to identify new campaign issue for the coming school year. Host an organizing training with leaders and activists

**7. Budget** – include projected expenditures relevant to campaign plan. How do the expenses align with the campaign plan?

Description	Amount	Total
Communication, Ez Text, Mail Chimp	\$175, \$14.99 per month/\$179.88	\$354.00
Drawing for workshop participants	\$10 x 5	\$50.00
2 Member Organizer: 5 hours per week for 8 weeks	\$75.00 per week/\$600 for 8 weeks	\$1,200
75 Goody Bags for new members	\$25 per bag	\$1,875
1 PT staff (important to keep PT hours limited) 5 hours per week for 3 weeks	\$75.00 per week/\$225.00 for 3 weeks	\$225.00

**TOTAL: \$3,704.00**