



CONTRACT CAMPAIGN – SAMPLE TACTICS



Unity-Building/Educational Tactics

- Wear an Association button/sticker/t-shirt on designated days
- Meet one-on-one with members to build relationships, listen and connect their concerns to the overall campaign
- Have one-on-one organizing conversations with members and assess their union participation
- Hold site information meetings before/after school
- Hold site information lunch meetings
- Move an internal member “I support out bargaining team” petition at each site to test members’ support and the site structures
- Disseminate bargaining updates to engage members in conversation
- Create a member home email tree/cell phone tree
- Chart and map member networks in all school sites
- ID & Recruit the informal (organic) leaders at your site to be on the building action team (BAT) to work with & coordinate with site reps
- Recruit a member parent liaison from each school
- Conduct house meetings with parents
- Talk with parents and create a parent support committee
- Create wall chart (e.g., Google sheet) to track member participation and strengthen your BAT site structures

Pressure/Escalation Tactics

- For all actions, use tools like Google form, web link or a QR code to simplify sign-ins to the action.
- Rally at school sites, district office or school board
- Meet one-on-one with school board members to determine level of support with clear ASK
- Email/Call/Petition the targeted board members and the superintendent
- Before school walk-in to show unity and build parent support
- March to large rally at D.O./School board meeting
- Circulate a petition or post card with members, parents to present at school board meeting
- Morning/afternoon picketing at school sites
- Move a vote of no confidence against targeted decision maker(s)
- Build relationships with key community organizations and ask to publicly support our demands (e.g., public letter)
- Hand out fliers at school sites/board meetings/community events
- Candlelight vigil/canvassing at targeted school board member/superintendent homes
- Picket school board members’ employment with an informational flyer
- Pre-strike authorization vote assessments (face-to-face) before official strike authorization vote

ALL ACTIVITIES ARE DESIGNED TO LET THE DISTRICT DECISION MAKERS KNOW:

1. We are **united** and are building a stronger Union to win a fair contract!
2. Students are at the center of everything we do and are our focus.
3. To **compel** the identified decision-makers to say YES to our solutions/demands!