# Blitz and Toolkit Introduction

## What are we doing?

During the months of January, February and March, MAPE will build bargaining power by recruiting a percentage of the bargaining unit to sign onto the 2023 bargaining platform and build a large group of members who want up-to-date information on the status of the platform, upcoming actions and provide input in the process.

## Why does this matter?

Power comes from three places: organized money, organized stories and organized people. To build and leverage the power required to win across-the-board wage increases and strong contract language, we must organize our members. **This includes connecting them to our union (organized people), paying dues as members (organized money) and communicate with us and management about the importance of a strong contract (organized stories).**

Every person in our bargaining unit has a role to play in the success of our contract. The Blitz will help us get support for the platform and build a rapid response group of members to help us guide decision making.

## Who are we targeting?

Everyone in our bargaining unit in one way or another is a target of our three goals:

**Non-member recruitment:** any non-members, but those who filled out the survey or have been employed in the MAPE positions under five years will be more likely to join.

**Rapid Response Notification Group:** any members interested in being an active part of negotiations

**Platform endorsement:** all MAPE represented employees

# How to get started

**Negotiators:** The regional negotiator will work with their BA in December to identify number goals for the full CAT team and local. They should then connect with their membership secretary, president and any statewide meet and confer leaders in their region as they use tactics to plan their blitz. Some questions to consider as you are talking to your regional leaders and getting ready to meet with your BA:

* What recruitment efforts have worked in the past? (If you are aware of them) What hasn’t worked?
* What leaders in my local should I reach out to before I set my goals to get their feedback?

**CAT members:** Each CAT member should have their 10 (or their squad!) members picked out since they will be the first group of members to be contacted. **CAT members should also be thinking about the time they can commit during the hours of 7am and 5pm.** Some questions to consider before working with your regional negotiator to develop a more fleshed out plan:

* How many lunch hours can I commit to reaching out to members?
* Am I willing to take lost time off for full day activities?
* Am I willing to work after hours for events and meetings?
* Are there any creative or new ideas I want to test out but haven’t had an opportunity to? Would this be the opportunity?