### **Goal one: Recruit nonmembers**

1. Set goals and do some math

|  |  |  |
| --- | --- | --- |
| What is your current membership percentage? | Do you want to increase it by 5%, 10%, 15% or more? | How many members would that be?  **(Add this to your goal tracker!)** |
|  |  |  |

* 1. Example: I have 55% membership right now; I want 65% membership by the end of March. I currently have 225 people in my local, with 124 members(225x.55=124), leaving 101 (225-124) nonmembers. To increase my membership to 65%, I will need a total of 146 members (225x.65=146), that is a difference of 22 (146-124=) members by the end of March.

1. Identify all nonmember targets: (use less than 30 minutes for this, you will add more information as you meet with leaders.)
   1. Opposed and we know it (lowest priority)
   2. We don’t know anything about this nonmember (medium priority)
   3. They are in favor or a new hire, but are not members for some reason (high priority)

### **Goal two: Recruit members for rapid response notifications**

1. Decide what percentage of your region you want to sign on. You can base that decision on the percentage of members who filled out the survey and increase it to include more members.

|  |  |  |
| --- | --- | --- |
| How many members filled out the survey? | How much do you want to increase it by? | How many members would that be?  **(Add this to your goal tracker!)** |
|  |  |  |

* 1. Example: If 270 out of 600 members in one region took the survey, that is 45%. If I want to increase engagement by getting 60% of the membership to sign up to receive rapid response texts, I’d need to recruit 360 total members from my region to join the rapid response team.

### **Goal three: Sign represented employees onto our platform**

1. Set your goals.

|  |  |  |
| --- | --- | --- |
| How many people are represented by MAPE in my region? | What percentage of those people do I want to sign onto our platform? | How many members would that be?  **(Add this to your goal tracker!)** |
|  |  |  |

* 1. Example: I have 800 people in my region, and I want 60% of them to sign onto the platform, I would need 480 people to sign on for that.

Other goals, write here to keep track of them:

* Recruit CAT members

**Summarized Goals:**

|  |  |  |
| --- | --- | --- |
| Goal | % of members | Number of individual people |
| 1: Membership recruitment |  |  |
| 2: Membership sign onto Rapid Response team |  |  |
| 3: Employees sign onto platform |  |  |

**Next Steps:**

You can’t meet any of the above goals alone! Between now and the end of December you should meet with your regional director, CAT team and local leaders to walk through the blitz objectives and number goals. Using the toolkit in the group teams, plan your blitz to include virtual and in-person events, outreach events and site visits with dates and time.

**Creating a Blitz:**

A blitz is a combination of different tactics spread out over a few days to a week. Because a lot of different things are happening at once, it shows the union is doing something. This creates pressure to join “our next big thing!”

On this page you will create your blitz by looking at the number goals you want to accomplish and setting dates/times for the tactics you want to use. Think about how you will change the tactic for the worksite, group of members or local.

Use this checklist to track your action items:

* Email my local leaders, CAT members and regional leaders to find a date that works for them to meet for an hour to talk about the blitz
* Send out a calendar invite for the meeting.
* Go through the blitz worksheet below to plan dates, tactics and leads for each tactic.

**Questions to answer with your regional director, CAT team and local leaders:**

What do you know about your local leadership?

How engaged is your local leadership? (Circle)

|  |  |  |
| --- | --- | --- |
| Highly engaged | Engaged | Not engaged |
| - Hold monthly local meeting  - Hold monthly events outside of local meetings  - Attends statewide events | - Hold monthly local meetings  - Have held monthly events outside of local meetings in the past 6 months. | - Does not hold monthly meetings or holds them inconsistently  - Has not held a monthly event outside of a local meeting |

What challenges do you expect when seeking commitments to the blitz? How will you overcome them?

What are your immediate next steps? (Report back to Negotiations team)

### **Blitz Planning Worksheet:**

*Your goal will be to have someone try to talk to every person in your region, w*hether that is through broad outreach like phone banking or text banking, more direct outreach like a meeting or a site visit, or personal outreach like a Team’s meeting or one-to-one. Go through each impact level and identify tactics you will use or want to try:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Impact Level | Tactic | Date/Time | Lead and accountability buddy[[1]](#footnote-1) | What of the three goals are you meeting? |
| Statewide impact | * Statewide phone bank * Statewide text bank * Statewide update meeting |  |  |  |
| Region wide impact  (400+ people) |  |  |  |  |
| Local impact (200+ people) |  |  |  |  |
| Site impact  (<100 people) |  |  |  |  |
| Personal impact  (<20 people) |  |  |  |  |

1. Lead is the person who is in charge of moving the tactic forward, usually the negotiator. They recruit people to facilitate and attend the event but are charged with getting it off the group.

   Accountability buddy is the person who checks in on them on this, usually the BA, another leader, or a negotiator. ‘

   You need to tell your accountability buddy if they are your AB. [↑](#footnote-ref-1)