

Lobby Day Organizing Conversation Cheat Sheet

Turning out our co-workers to a rally in Salem can feel challenging. Here's a quick conversation script for having more successful conversations. This is just a guide. The most important element of organizing is the relationship you have with your colleagues.

Ask (identifying the issue):

As you likely know, educators across the country are joining together to demand for better funded schools. **If you had a magic wand and could fund anything at our school, what would you want? Why?**

Agitate (and giving hope):

Tell me more about that. Why do you think that issue(s) should be prioritized? How does that issue(s) affect you? What impact does it have on your classroom or in your community? How long has it been going on for? Is that okay with you? Who is to blame for that issue? Do you see any way that issue(s) will be addressed if we don't take action?

The good news is that teachers in our union, and across the state are working together to make sure that our issues are prioritized in the upcoming legislative session. At the root of our issues is the lack of funding, without which none of our issues can be addressed. But as we've learned from educators from Washington to West Virginia, the only way we can do this is by mobilizing and organizing our friends and neighbors to take action. When we as teachers take collective action, we can win locally.

Turnout:

On Monday, February 18th hundreds of educators will be heading to Salem to demand our legislatures fund the schools our students deserve. **Will you join us?**

Monday, February 18th

Bus leaves PAT at 8:00am, returns at 3:00pm

We'll provide lunch

If yes: Great! I'm glad you can join us. **The more more educators who take action, the harder it will be for legislators to ignore us.** Will you please sign our turnout pledge sheet so we can track who's coming? (Make sure phone, email, is correct and legible.) **Would you also support this work by signing up to give to our Political Action Committees?**

If no: I understand, I have a hard time giving up my non-school days. **What's holding you back from coming to Salem?** (See VALIDATE, ANSWER, and REDIRECT). **Would you support this work by signing up to give to our Political Action Committees?**

Make a plan & follow up:

Turnout to Salem will be important, so we cannot not leave turnout to chance. How do you plan to get there? What sort of issues might come up that prevent you from making it? I'll likely follow up with you to remind you about the action. When would be a good time for me to remind you? Do you prefer email, phone, in person?

Who else can you ask to join us in Salem to win the funding we need in our schools? Who do you plan to ask?

Part of what we need to do is track turnout so we can plan appropriately. When do you think you'll ask your colleague? When should I follow up with you about them?

VALIDATE, ANSWER, and REDIRECT (Responding to tough questions or reservations):

I am too busy between work and family.

VALIDATE: I completely understand. I too struggle with balancing work and family and all the rest.

ANSWER: We have an opportunity right now to win funding that will significantly impact our schools and communities. However it is clear from the past several legislative sessions that lawmakers will not act unless show them that we can no longer wait. This means we need to show up.

REDIRECT: How much longer are you willing to wait until our legislators decide education funding is a real priority?

RE-ASK: Will you join us in Salem on February 18th?

It is hopeless, our legislature is a joke and corporations can out lobby us anyway.

VALIDATE: I can see where you are coming from. Especially these days, it is easy to feel cynical when it seems like nothing is working and our issues continue to be ignored.

ANSWER: The sad fact is that us feeling cynical is exactly what those who have power now want us to feel. But we get to choose whether we respond that way or not, and teachers from across the country are refusing to be defeated. We can join them, and if we stick together we can win the changes we know need to be made for our students and communities.

REDIRECT: How much longer are you willing to let your issue go unresolved for?

RE-ASK: Will you join us in Salem on February 18th?

I have errands to run that day. You know how it is as an educator, I need to use my days off to catch up on personal errands.

VALIDATE: I see where you are coming from. I too find that each day off is too precious to give up.

REDIRECT: How many times in a given day or week do you wish something was different about our school? What we're fighting for is a school system that does not force us to sacrifice our own lives to keep a crumbling system afloat. By showing up, we're showing legislators that we refuse to be run ragged.

ANSWER: How do you imagine we can win on our issues without going to Salem?

RE-ASK: Will you join us in Salem on February 18th?