



AFL-CIO Labor 2020 Training Series for Release Staff, State Fed and CLC Campaign Managers, Zone Leads and Local Union Coordinators:

This year, training for the release staff will be vastly different than previous election years. In light of the ongoing realities we are all facing with the pandemic, the majority of our interaction will be remote. We adjusted our training program to address these realities and designed content to try and meet this new reality.

This year we will hold all of our training online via Zoom. We are offering training sessions on a rolling basis throughout the month of September. Key elements release staff will need this year range from utilizing Labor Action Network (LAN) to using tools such as Ballot Ready so that union members can request their ballot by mail. In addition, we are providing best practices on running secure meetings online and in person on how to develop and implement a worksite engagement plan!

All of the sessions we selected to offer this year supports the core mission of our Labor 2020 electoral and mobilization program. ***The training series starts on Monday, August 31st.*** Below is the list of course offerings and registration links. Please note, some sessions may change - check back regularly for upcoming training opportunities: <http://go.aficio.org/labor2020training>.

Participant Capacity: maximum 40 participants per session

Unable to attend?: All sessions will be recorded and made available via laborlab.aficio.org, our new remote training hub.

SCHEDULE - Space is limited, please register NOW to secure your space at the session.

Week of August 31:

Monday, August 31, 2:00 - 4:00 pm. [Zoom Registration Link](#)

- *Opening Session & What's At Stake this Election Year*
- *Code of Conduct Training*

Monday, August 31, 5:30-7:30 pm. [Zoom Registration Link](#)

- *Roles & Responsibilities of a Local Union Coordinator, Zone Lead, Campaign Manager*
- *Tactics of the Trade in 2020: Working Families Toolkit, Local Union Database, Ballot Ready, Peer to Peer Texting Program.*

Wednesday, September 2, 2:00 - 4:00 pm. [Zoom Registration Link](#)

- *Power of Online Space:* Learn how to facilitate and make your meetings and gatherings more engaging and accessible!

Wednesday, September 2, 5:30-7:30 pm. [Zoom Registration Link](#)

- *Campaign Integrity*: Learn how to keep all of your meetings (online and in person) secure and safe from zoom bombing and more!

Thursday, September 3, 2:00 - 3:30 pm. [Zoom Registration Link](#)

- *Labor Action Network Strategies 1*: Learn how to create lists, request products, set up phone banks and predictive dialers, etc.

Thursday, September 3, 5:30-7:30 pm. [Zoom Registration Link](#)

- *Virtual Phone Bank & Text Bank*: Learn the best practices on how to implement and train volunteers on using virtual phone banks and text banks.

Week of September 7:

Wednesday, September 9, 2:00 - 3:30 pm. (TBD). [Zoom Registration Link](#)

- *Labor 2020 Messaging Guidance*

Wednesday, September 9, 5:30 - 7:30 pm. [Zoom Registration Link](#)

- *"Hello it's Me," Your Script is Calling*: Learn best practices on script writing

Thursday, September 10, 2:00 - 3:30 pm. [Zoom Registration Link](#)

- *Labor Action Network Strategies II*: Use Labor Action Network to run a voter registration drive.

Friday, September 11, 2:00 - 4:00 pm. [Zoom Registration Link](#)

- *Culture Change Training*: Learn how to address unwanted behaviors in our movement.

Week of September 14:

Monday, September 14, 2:00 - 4:00 pm. [Zoom Registration Link](#)

- *Voting in 2020. What do we expect?:* This session provides an overview how voting will change this year due to pandemic and what we can do to prepare our members.
- *Common Sense Economics Conversation: Why Vote By Mail:* This is an engaging session that provides the importance of voting by mail.

Monday, September 14, 5:30 - 7:30 pm. [Zoom Registration Link](#)

- *Worksite Engagement*: This session goes over best practices and tips for implementing and running worksite engagement program.

Wednesday, September 16, 2:00 - 4:00 pm. [Zoom Registration Link](#)

- *Creating and Building a Team Environment:* This session is a must for release staff managing teams this year, learn how to motivate your team and create a team environment whether people are working remotely or in person.

Wednesday, September 16, 5:30 -7:30 pm. [Zoom Registration Link](#)

- *Volunteer Recruitment and Retention:* We will go over some exciting ways to recruit and engage volunteers this year and keep them coming back as volunteers!

Thursday, September 17, 2:00 - 3:30 pm. [Zoom Registration Link](#)

- *Labor Action Network Strategies III:* This session delves into how to print mailing labels, setting up events in LAN, and how to access and use MyCampaign. Lastly we will cover the policies and rules that you will need to adhere to for LAN.

Friday, September 18, 2:00 - 4:00 pm. [Zoom Registration Link](#)

- *Digital Organizing:* Now more than ever, we are using digital methods to engage union members this year. During this session we will go over what it means to digital organize, the tools/methods you can use to run a digital organizing program in your area.
- *Closing Session for Local Union Coordinators, Zone Leads, and Campaign Managers*