

RELEASE STAFF CHECKLIST

- Make contact with business manager(s) (along with service rep) and get permission to work with registrar, designee, or directly with Business Manager.

- Identify any organized constituency groups at local (EWMC, Renew, Veterans, etc.). Ask for permission to immediately engage. The primary focus should be asking them to organize Power the Polls campaign.

- Swag (perfect way to start of the relationship)

- Ensure local is aware of the voting rules and dates in their state (use one-pagers)

- Local union mail
 - Identify drop date for first piece of mail by 9/23/2020
 - Use template to help local draft letter in Business Manager voice
 - Assist local by creating labels

- Identify date for local union virtual phone banking and/or local wide zoom call by 9/26/2021
 - Set up phone bank and otherwise help facilitate

- Ensure local has received message guidance pieces and is aware of their value

- Help local pull list of unregistered voters and formulate plan for outreach. (Should include more than one mode - phone calls, zoom, email IBEWvote2020 link with message).
 - Offer to create labels
 - Offer to help with letter drafting

- Establish a plan for weekly digital platform posts. Easy asks are ibewvotes2020.org, Power the Polls, and state voting rules/dates. More aggressive is utilizing message guidance to push sector specific messaging - pro-Biden (not anti-Trump unless used in a comparison to a Pro-Biden argument).

- Identify opportunity to play presidential powers video and discuss how Trump and Pence have hurt us and how Biden and Harris have and will support us.

- Collect all activity (actual mail pieces, dates and times of events, screen shots of digital, dates and times of meetings, etc.).

- We will be sending you out the report that we will use to collect information. First report will be due 9/21/2020. Jammi Ouellette will be the lead on reporting.

