

A Simple  
Campaign Overview



reaching out to each other

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Every two years we hold elections for officers and Executive Board Representatives who serve as the governing body for two year terms.

This is a brief guide going over some of the basics of operating a campaign for office. It is not intended to answer all the questions, but rather provide an outline for anyone who is considering running for office.

# Campaign Plan

Start with preparing a campaign plan. This will act as a blueprint for the various other aspects of your campaign. Take the time to draft your specific approach to running for office. Somethings to include are listed below in no particular order.

## THEME

What will the theme of your campaign be? The theme should be reflective of what you are wanting to accomplish if elected to office.

For example: a theme might be “Fun at union meetings.”

If you have campaign points tie them back to your overall theme.

Union work needs to include more fun.

Meetings are boring, I will make them fun

Having more fun together will help make us laugh more often

A slogan is can be a single phrase to use through out your campaign. It is a trademark that will help voters identify with you. Think of slogans you recall from political elections. What helped you recall the candidate you were interested in? “Change you can believe-in” or “Stay the course” or following the example above “party on”

## TIMELINE

You will need to rough out a basic timeline, there is a limited number of days and events to participate in. Get a calendar out and look at the options. Do you have personal commitments during the campaign time. Mark them off so you can plan around them. Are you going to have campaign events? When, where, how often? Will you have regular meetings with your campaign team?

## ANNOUNCEMENT

When will you announce you are running for office? Who will place your name in nomination? (You can place your own name in nomination) Will you have someone make a second? (It isn't required) This is an opportunity to create some excitement about your candidacy.

## TECHNOLOGY

Will you have a web site for members to refer to? What about a Face-book page? Twitter? Phone bank? These are just some of the options to review when putting your campaign together.

## ELECTION HANDBOOK

The International has prepared an AFSCME Local Union Election Manual which explains the rules and regulations which need to be followed for local campaigns. This is done in part to support the 4th Member Bill of Rights which states,

“Members shall have the right to fair and democratic elections at all levels of the union. This includes due notice of nominations and elections, equal opportunity for competing candidates and proper election procedures constitutionally specified.”

Take some time to review the handbook and make certain you are following the guidelines.

## ROLES & RESPONSIBILITIES

When drafting your campaign plan, review the roles and responsibilities of the office you are seeking. They are listed in the Local 88 Constitution. These will be important to understand both from the aspect of doing the work once elected and from a campaign viewpoint. If you have questions about the role, please ask one of the current officers for information.

## NOTES:

# Budget

Question 1: how much money will you need to run your campaign?

Question 2: how are you going to raise the money?

Question 1: This will be one of the many decisions to review when creating your campaign plan. What are the cost of fliers and other campaign material? Are you going to host events at work? Will there be an event cost? Are you going to send out any member mailings? There are transportation costs of getting to and from a location, also your phone bill may increase if you are using a mobile phone. As you prepare your campaign plan, you will be able to think through the various costs that may occur. Review what you would like to do and what you can realistically afford.

For example: Having a swimming party for supporters may not be in the budget, but having a fun game at a brown bag worksite event may be a way to put some fun into the campaign.

Question 2: Where will you get the money to pay for your campaign? Do you have the personal resources to pay for the costs of your campaign? You may need to raise some money to assist with your budget. It is okay to ask for financial support. Five dollars from 10 people may be what is needed to print the fliers you want to hand out.

It does cost money to run a campaign, so take some time to work out your budget.

**NOTES:**

# Events

One of the important ways to reach out to members/voters is to hold events. Events need to be held during lunch breaks or before/after work or during breaks. We need to follow the regular work rules for our employers and restrict events to non work time. Here is a list of possible events you may want to consider

- Handing out fliers to people arriving at work
- Having a meet and greet coffee, time for co-workers to meet you as the candidate
- Lunchtime debates with other candidates running for the same office
- Phone bank sessions where supporters call their co-workers encouraging them to vote for you

# Literature, Handouts, etc.

Campaigns need fliers and handouts, buttons, bookmarks, something with information about you and your campaign. All material needs to have the same logo, colors, slogan, reference to you as a candidate. We all recognize the AFSCME swoosh & star that was launched in 2007 as it replaced the old logo. When watching a news report if I see that green logo I immediately know AFSCME is there. Similarly, if you select a couple of colors and a symbol or logo to include on all your material, members will start to associate you with the campaign material and when they see it other work sites they will think about you running for office.

Fliers can be handed out like political fliers, before and after work, during break and at lunch. They may be posted on Local 88 bulletin boards, left on tables in lunch rooms and handed out. The County will remove them if they are posted in public spaces, for example in the public elevators. If you have buttons or stickers with your logo - it is okay to ask supporters to wear them.

**NOTES:**

# Volunteers

Every campaign needs volunteers. First recruit a campaign team to help. This may be anywhere from 2 to 6 friends/supporters to assist with your campaign plan. Meet with them regularly. During the first meeting review your campaign plan (you may want to meet even before you formally announce your candidacy). This group will have invaluable suggestions and ideas to assist with your campaign. At subsequent meetings review the current status of your campaign. Discuss challenges or problems you may have encountered. Make the meetings short an hour or so. Having working meals is a fun way to have these team meetings. Each member of your team may help with a specific area of your campaign or they may help with a specific event.

Recruit other volunteers to assist with getting the word out about your campaign. They may be able to help with only one item; but getting supporters to assist helps with getting others to be involved.

## GOTV

**GET OUT THE VOTE (GOTV)** this is a critical step for a successful campaign. It is all good in getting supporters to understand your theme and campaign; however, if they do not vote, it doesn't count. With our election process, we have some limited ways to get voters into the polling location. Encourage car pooling; friends taking friends over to vote. Have those who voted wear a sticker; 'I voted today, have you?' or 'Polls open until 7:00pm.' There are lots of slogans you may select. In political elections, phone banks are used to encourage voters to cast their ballot. You may want to have a phone bank.

**NOTES:**

# Celebrate

Include in your campaign plan time to celebrate, regardless of the outcome, after the election is over. There will still be lots of work to do for Local 88; we need everyone to help with being a strong local. Regardless of the outcome congratulate yourself for having participated in one of the fundamental functions of democratic trade unionism - open elections.

**Attachment "A"**  
**Roles for Elected Positions - (from Local 88 Constitution)**

**President (2 year term)**

- a) be the official spokesperson for Local 88 for all matters unless he/she appoints a designee.
- b) preside at all meetings of the local union and the executive board.
- c) be a member of all committees except election committee..
- d) countersign all checks drawn against the funds of the local.
- e) appoint all Chairs of standing committees and all special committees of the local, subject to the approval of the executive board.
- f) appoint or terminate all shop stewards, chief stewards, the Member Action Team (MAT) Coordinator, the Webmaster, and the Northwest Labor Press Newsletter Coordinator for the local, with the approval of the executive board.
- g) report at each General Membership meeting the progress and standing of the local and regarding the president's official acts.
- h) serve as delegate to all AFSCME and AFL-CIO conventions.

**Vice President (2 year term)**

- a) assist the president in the work of the president's office.
- b) in the absence of the president or in the president's inability to serve, preside at all meetings and perform all duties otherwise performed by the president.
- c) be authorized to act as co-signer of checks drawn on the local funds in place of either the president or the secretary-treasurer.
- d) Serve as Chair of the Political Action Committee.
- e) serve as delegate to all AFSCME and AFL-CIO conventions.

**Treasurer (2 year term)**

- a) receive and receipt for all monies of the local union.
- b) deposit all money so received in the name of the local union in a bank or banks selected by the executive board, and money so deposited shall be withdrawn only by check signed by two of the following officers: president, vice-president, treasurer, or secretary.
- c) prepare and sign checks for such purposes as are required by the constitution or are authorized by the membership or the executive board.
- d) prepare and submit a monthly financial report to the executive board.
- e) shall serve as Vice-Chair of the Budget Committee.
- f) keep an accurate record of receipts and disbursements and shall, once each month, submit to the membership a monthly operating statement of the financial transactions of the local for the previous month.
- g) act as custodian for all properties of the local union.
- h) give a surety bond for an amount to be fixed by the executive board of the local union, at the expense of the local union and through the International Union.
- i) see that any financial reports required by the International Union Constitution to be submitted to the International Union are submitted in accordance with the International Union Constitution.
- j) prepare all U.S. Department of Labor reports as required.
- k) serve as delegate to all AFSCME and AFL-CIO conventions.

**Secretary (2 year term)**

- a) keep a record of the proceedings of all membership meetings and of all executive

- board meetings. Records shall include a vote tally for emergency motions.
- b) carry on the official correspondence of the local, except as the executive board may direct otherwise.
  - c) perform such other duties as the executive board may require.
  - d) be authorized to act as cosigner of checks drawn on the local funds in place of either the president, the vice-president or the treasurer.
  - e) prepare and submit monthly minutes of the Executive Board and General Membership meetings at the next monthly General Membership meeting for approval by the membership.
  - f) keep electronic and paper copies of all approved minutes in the Local 88 office.
  - g) serve as delegate to all AFSCME and AFL-CIO conventions.
  - h) Serve as Vice-Chair of the Member Action team.

### **Trustee (three year term)**

semi-annually an audit of the finances of the local and shall report to the membership on the results of such audit. In an election year (odd numbered years) the trustees shall do an audit after the regular officer election which shall be made available to the executive board and general membership the following January. Trustees are not required to attend executive board meetings.

**Executive board** shall be the governing body of the local union except when meetings of the local union are in session. The executive board member is responsible for keeping members in his or her sector informed of the work of the union. All matters affecting the policies, aims and means of accomplishing the objectives of the local not specifically provided for in the constitution or by action of the membership at a regular or special meeting shall be decided by the executive board. Executive board members shall take leadership as chair or vice-chair of one of the following committees during their term of office: budget, political action, constitution and policies, communications, visibility, technology, elections, picnic, and steward education.

**Meeting Attendance:** Elected officers and executive board members shall be obligated to attend all regular and special executive board meetings, and all regular and special general membership meetings. Executive board members shall, in consultation with the chief stewards in their sectors, carry out their duties in a manner that reflects the best interests of those sectors and the union.

### **Executive Board Representative will be as follows:**

- a. **Public Safety** with up to 5 representatives, comprised of those departments responsible for providing law enforcement and custody services;
- b. **Health and Human Services** with up to 5 representatives, comprised of those department that provide public health and human services;
- c. **General Government and Library** with up to 5 representatives, comprised of the Library and those departments that provide services not covered by the two preceding sectors;
- d. **Private, non-profit agencies**, with 2 representatives.

No department shall have two (2) more Executive Board members than any other department in their sector.