

BCGEU CHILD CARE CAMPAIGN TOOLBOX

1: Getting started checklist

Identify your theme and goals

- Define the issue
- Get the facts
- Ask how your local area will be affected
- Decide the objective
- Recruit key people
- Work out a plan
- Ensure that objective and plan coincide with those of the central campaign
- Divide up the responsibilities
- Decide how you will measure success

Key areas of responsibility

- Campaign coordinator
- Public support coordinator
- Lobbying coordinator
- Telephone network coordinator
- Media spokesperson
- Political liaison
- Timetable development
- union/community-membership communications
- On-the-job canvass
- Telephone canvass

Campaign materials

- Leaflets
- Fact sheets
- Background information (press clippings, etc.)
- Posters
- Flyers
- Buttons
- Petition forms
- Letterhead
- Briefs and policies

Networking

- Contact all potential supporting groups personally
- Follow up with a phone call, letter and campaign material
- Concentrate first on natural allies – Approach affected groups
- Recruit friendly politicians
- Speak at meetings of other groups
- Ask campaign workers for networking possibilities
- Keep records of all contacts, name, title, address, telephone numbers
- Computerize your records, if possible

Campaign launch

- Set date so that it does not conflict with other important community and union events
- Chart a time-line for the campaign
- Choose a location that is known
- Arrange for speakers
- Promote attendance among allies
- Publicize as much as possible
- Invite the media
- Have materials ready
- Have a plan for recruiting volunteers and fundraising
- Ensure the sound system is adequate
- Keep the speeches short
- Allow time for questions and comments
- Record the names, addresses and telephone numbers of all participants to build contact lists

Lobbying

- List all politicians you can reach who may affect decision
- Prepare a list of standard questions to ask
- Make appointments
- Go in small groups
- Take background material
- Show how the issue affects your area
- Give the issue a human face
- Ask for a commitment
- Follow-up with a letter
- Make detailed notes of the politicians' responses

Media

- Contact all media personnel who may be reporting on the campaign
- Give them background information
- Keep media informed of events
- Issue short press releases when appropriate
- Always stick to main point
- Be prepared for interviews anytime you contact media
- Try radio and TV talk shows and cable TV for publicity
- If you don't know the answer to a question, don't guess. Let the reporter know you will try to find out the information, then respond.

News conference

- Hold in mid to late morning
- Notify the media the day before (sooner for weekly publications)
- Set up room with audio plug-ins for media
- Wear appropriate clothing
- Distribute materials and statement
- Present well-prepared statement
- Always be honest with answers