

# METROPOLITAN EMPOWERMENT INITIATIVE TEAM PLANNING FORM

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_  
 District: \_\_\_\_\_ NVP: \_\_\_\_\_  
 Metropolitan Area: \_\_\_\_\_  
 Locals Involved: \_\_\_\_\_  
 Primary Ntl. Rep.: \_\_\_\_\_ Primary Ntl. Org.: \_\_\_\_\_

*\* It is recommended that the NVP identify someone to act as a liaison with the Media/Communication Department.*  
*\*\* It is recommended that each Local identify a "troubleshooter" to liaison with NR and NO*

PLANNING PHASE		
<b>A Pre "Buy-In" Conference Call - 14 weeks prior to start date</b>		
Person Responsible	Activity	(Check Box As Is Completed)
NVP-NO	Target Locals	<input type="checkbox"/>
	Identify "Buy-In Locaton	<input type="checkbox"/>
	Assign Key Team Members	<input type="checkbox"/>
	Arrange for Lunch	<input type="checkbox"/>
	Agree on Date with NVP on Mailing Leter	<input type="checkbox"/>
	Follow-up Package to Locals	<input type="checkbox"/>
NVP-District	Contact Locals & Mail "Buy-In" Brochure	<input type="checkbox"/>
NR & NO-	Prepare Meeting Agenda for "Buy-In" Meeting	<input type="checkbox"/>
<b>B "Buy-In" meeting with Local Presidents - 10 weeks prior to start date</b>		
Person Responsible	Activity	(Check Box As Is Completed)
Locals/NVP/M&O	Describe Metro Components (i.e.-Training, Walk Through of Work Area, L&L, Union Fair, Speakers Panel)	<input type="checkbox"/>
Locals/NRs	Complete Local Profile	<input type="checkbox"/>
Locals	Identify Workplace Issues	<input type="checkbox"/>
NP/NVP/M&O/Locals	Financial Commitment Discussion (\$25 per L&L not to exceed \$250 per local) plus rebate or additional incentives	<input type="checkbox"/>
District	Buy Lunch	<input type="checkbox"/>
NO/NR	Discuss PAC	<input type="checkbox"/>
Optional	Show Metro Power/ Lunch & Learn Video	<input type="checkbox"/>

C Follow-up meeting with Local Presidents - four weeks prior to start date		
Person Responsible	Activity	(Check Box As Is Completed)
NR/LPs	Confrm Lunch & Learn Locatons	<input type="checkbox"/>
Locals/NVP/NR/NO	Review Calendar of Events	<input type="checkbox"/>
Local/District	Review Budget (who pays for what)	<input type="checkbox"/>
Locals/NR/NO	Discuss Flyer Distributon Schedule	<input type="checkbox"/>

IMPLEMENTATION PHASE		
<b>A Schedule of Activity - to begin immediately afer buy in with Natonal Organizer.</b>		
Person Responsible	Activity	(Check Box As Is Completed)
NR/Locals	Obtain Necessary Access Confrmation on Meeting Rooms/Food/Line Up Speakers	<input type="checkbox"/>
Ntl. (PAC & Legis. Depts.) NR and Locals	Arrange Congressional Visits	<input type="checkbox"/>
NVP/NR	Invite State Fed/ Central Labor Council	<input type="checkbox"/>
NVP	Invite Council Rep.	<input type="checkbox"/>
M&O	Confrm Ntl. Ofcers partcipaton	<input type="checkbox"/>
<b>B Public Relatons/Media Exposure</b>		
Ntl. (Comm. Dept.)	Develop and Issue Press Release/Media Advisory	<input type="checkbox"/>
Ntl. (Comm. Dept.)	Contact Local Newspapers, T.V./Radio Talk Shows	<input type="checkbox"/>
Local/Ntl. (Comm. Dept.)	Follow-Up with Local Statons/ Newspapers Schedule Interviews	<input type="checkbox"/>
<b>C Steward Training</b>		
M&O	Confrm Trainers and training tme, date & locaton	<input type="checkbox"/>
Locals/NR	Secure Ofcial Time	<input type="checkbox"/>
Local President	Follow-Up with Stewards	<input type="checkbox"/>

ALL OTHER ACTIVITIES		
Local/NR/NO	Decide on Food/Incentves for L&Ls/Order Lunch	<input type="checkbox"/>
Locals and NO	Prepare Flyer and Posters	<input type="checkbox"/>
NO/NR	Establish L&L Teams	<input type="checkbox"/>
Locals/NR/NO	Put New-Member Packets Together	<input type="checkbox"/>
All Steward & Volunteers	Post Flyers/Posters	<input type="checkbox"/>
All Steward & Volunteers	Ask Five People to Ask Five People to Attend at at Least One Event	<input type="checkbox"/>
LP or Designee	Confrm Room & Food Two Days before Meeting	<input type="checkbox"/>
All Steward & Volunteers	One-on-One to Get People There	<input type="checkbox"/>
Local/NO/NR	Follow up for residual membership applicatons	<input type="checkbox"/>

# METRO LOCAL PROFILE

Local \_\_\_\_\_ Agency \_\_\_\_\_ Event \_\_\_\_\_ Date \_\_\_\_\_  
Active \_\_\_\_\_ Retirees \_\_\_\_\_ BU# \_\_\_\_\_ Unit Type (WG, GS, Prof., Non-Prof.) \_\_\_\_\_ NAF \_\_\_\_\_  
Contract Info \_\_\_\_\_ Council \_\_\_\_\_  
Newsletter Yes \_\_\_\_\_ No \_\_\_\_\_ Frequency \_\_\_\_\_ Recipients: Members-Only \_\_\_\_\_ Everyone \_\_\_\_\_  
Bi-weekly Dues \_\_\_\_\_ Death Benefit? \_\_\_\_\_  
Other Local Benefits \_\_\_\_\_  
Lead Organizer at Site \_\_\_\_\_ Contact Info: \_\_\_\_\_  
AFL-CIO Central Labor Council Affiliation: Yes \_\_\_\_\_ No \_\_\_\_\_  
Security Requirements: \_\_\_\_\_  
Directions to Organizing Site \_\_\_\_\_  
\_\_\_\_\_  
Training Needs \_\_\_\_\_ Number of PAC members \_\_\_\_\_

## LOCAL CONTACTS:

President \_\_\_\_\_ Day Phone \_\_\_\_\_ Night Phone \_\_\_\_\_ Email \_\_\_\_\_  
Secretary/Treasurer \_\_\_\_\_ Day Phone \_\_\_\_\_ Night Phone \_\_\_\_\_ Email \_\_\_\_\_  
Organizing Committee \_\_\_\_\_ Phone \_\_\_\_\_  
Local Benefits Coordinator \_\_\_\_\_ Phone \_\_\_\_\_  
Local Mailing Address (NO P.O. Box) \_\_\_\_\_ Phone \_\_\_\_\_

### Person Responsible for:

Room \_\_\_\_\_ Phone \_\_\_\_\_  
Food/Drinks \_\_\_\_\_ Phone \_\_\_\_\_  
Rebate Money \_\_\_\_\_ Phone \_\_\_\_\_  
Other Incentives \_\_\_\_\_ Phone \_\_\_\_\_  
Flyers and Other Materials \_\_\_\_\_ Phone \_\_\_\_\_

Lunch Hours \_\_\_\_\_ Length of Lunchtime \_\_\_\_\_

Speakers: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

Hot Issues \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Responsible for follow-up with potential members \_\_\_\_\_ Phone \_\_\_\_\_

## METROPOLITAN EMPOWERMENT INITIATIVE CONTRACT

I, the undersigned representative of AFGE Local \_\_\_\_\_, District \_\_\_\_\_, agree to sponsor \_\_\_\_\_ Lunch & Learns and/or \_\_\_\_\_ Union Fairs during the week(s) of \_\_\_\_\_ for the Metropolitan Empowerment Initiative (METRO).

There is a non refundable fee of \$25 for each Lunch & Learn and/or Union Fair, up to a maximum of \$250, to be paid to AFGE National Headquarters when this contract is signed during the buy-in meeting.

Additional giveaway items can be ordered prepaid from the AFGE online store. In addition, all recruitment related literature will be provided free of charge.

**(Call 202/639-6411 for a sales catalog.)**

TITLE: \_\_\_\_\_

SIGNED: \_\_\_\_\_ Date: \_\_\_\_\_

NATIONAL ORGANIZER: \_\_\_\_\_

OR

NATIONAL REPRESENTATIVE: \_\_\_\_\_



## HOW TO DO A UNION FAIR

The idea of the Union Fair came about as a result of AFGE's participation at agency health fairs in the past. We observed that the health carrier giving away anything free always had lots of attention. With this concept in mind, the Union Fair was developed.

### The Union Fair in Five Easy Steps

- 1 Chose a location that provides good visibility and easy access for employees. (The base theater, recreation hall, or federal plaza/rotunda have been found to be successful.)
- 2 Assemble a volunteer committee to work out the logistics. (Usually members of the organizing committee would make the best workgroup.)
- 3 Establish a budget for giveaway items. (The Membership and Organization Department can provide AFGE balloons and flyers free of charge, but helium, popcorn and drinks will cost you.)
- 4 Contact the appropriate management officials for permission to use space, electricity, tables, chairs, public address system, and/or other agency equipment. (Generally the facilities manager can be of help in securing these items.)
- 5 Publicize the event as early and as often as possible.

Remember, tables should be decorated with festive AFGE or Union Yes banners or towels, and clothed with brightly colored table skirts. The idea is to make the fair lively and fun, while increasing union visibility at the same time, so don't forget to wear your AFGE hat, tee shirt, jacket or button while you are there.

You should utilize no fewer than five tables, each featuring information about a different facet of our union. Literature is a big part of what the Union Fair is all about, so this is a great opportunity to dust off all those flyers and newsletters you're stockpiling in the union office and get them into the hands of workers where they belong.

A drawing card to bring people out will also help make your fair a success. By inviting District and National Office staff, local congressional representatives or community leaders, you can increase the numbers of people likely to attend the Union Fair. Holding an onsite raffle will also bring people to the event. Entertainment is not out

## CHECK-OFF SHEET FOR LUNCH & LEARN MEETING PREPARATION

Steward in charge: \_\_\_\_\_

Phone No. \_\_\_\_\_

Area: \_\_\_\_\_

Meeting Date: \_\_\_\_\_

### I. Planning Phase (Planning meeting with steward)

Target area: \_\_\_\_\_

Decide issue: \_\_\_\_\_

Decide on speaker and/or video: \_\_\_\_\_

Develop flyer and/or posters: \_\_\_\_\_

Decide on location/room for meeting: \_\_\_\_\_

Decide on food: \_\_\_\_\_  
(box chicken works best; 6-foot subs are also a good idea)

### II. Implementation Phase

Activity	Person Responsible
Order food (48 hours in advance):	_____

Buy needed supplies (sodas, etc.):	_____
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Line up speakers or	_____
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arrange for video/audio equipment:	_____
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Secure room and confirm	_____
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two days before meeting:	_____
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Develop flyer and make copies:	_____
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Distribute flyers (desk drops and/or one-on-one contact two days before luncheon):	_____
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One-on-one the day before to count those planning to attend:	_____
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Pick up food:	_____
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Bring sodas:	_____
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Set up:	_____
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Bring materials, pens, and incentives (place on tables):	_____
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**Remember to utilize our "Metro Power" and "AFGE & Me" videos**

of the question either. You would be surprised at how much talent we have among our own rank and file. Dance companies, vocalists, musicians, clowns and many others can be found in almost any agency or activity. In many cases, they are honored just to be asked.

Planning is the key when it comes to holding a successful Union Fair. While a lot of hard work is involved, the rewards will be evident long after the Fair has left town.



# THE METROPOLITAN EMPOWERMENT INITIATIVE

## Contents:

- Foreword
- Introduction and Overview
- Goals of the Initiative
- How to Do a Union Fair
- Preparing for a Lunch & Learn
- The Buy-in Process
- Local Profile
- Metro Empowerment Initiative Team Planning Form
- Metro Empowerment Initiative Contract

## FOREWARD

The Metropolitan Empowerment Initiative (METRO) is designed to bring together AFGE Locals in a specific geographic area for a two-week period. During this time, Locals receive help from the District, Council and National Office in sponsoring a series of union-building events designed to boost member mobilization, enhance recruitment and promote worker empowerment. What makes the Metro different from other union-building campaigns is the opportunity for you to play a key role in developing the plan for your metropolitan area. The length of the campaign and the types of events sponsored will be tailored to the specific needs of the Locals involved.

This brochure will give you a better idea of what the METRO is all about and how you and your Local can become involved in one of the most exciting mobilizing crusades our union has ever launched.

If you want to learn more about the METRO and how you can get involved, call your National Vice President or write to the **AFGE Membership and Organization Department, 80 F Street, NW, Washington, DC 20001.**

I know you will find this guide to be useful in helping you decide whether or not your Local will "buy in" to this exciting mobilizing event. Let's change our union for the better...let's mobilize!

Sincerely and in solidarity,



J. David Cox Sr.  
AFGE National President

## INTRODUCTION AND OVERVIEW

On January 5, 1993, the AFGE National President convened an Organizing Task Force. The Task Force was made up of Local union activists, members of the NEC Organizing Committee, representatives of both staff unions, along with field and headquarters staff.

The overriding consensus was that representation, political action and organizing must be successfully combined in order to have a healthy Local. Today, this concept is more powerful than ever.

The following behaviors were identified as being essential to the success of the Metropolitan Initiative:

**TEAMWORK • COORDINATED USE OF STAFF AND LOCAL RESOURCES • EFFECTIVE COMMUNICATION • PRE-PLANNING, EXTENSIVE PLANNING • AND MORE PLANNING**

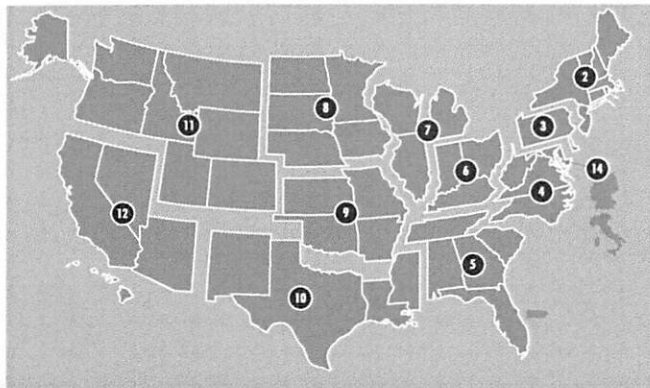
## GOALS

It is a known fact that hazy goals produce hazy results. The primary goal of the METRO is to support Locals within areas where large concentrations of AFGE bargaining units exist.

The Initiative is based on a holistic approach to union building training, public relations and media events, recruitment activities, grassroots mobilization and negotiations. The ultimate goal is to leave strong, self-sufficient Locals in place upon completion of the METRO and to follow-up periodically to ensure that the participating Locals continue to thrive.

## Other METRO goals are:

**• TO MOBILIZE MEMBERS • TO CAPITALIZE ON OUR SUCCESSES • TO PROMOTE POSITIVE THEMES & MESSAGES • TO BUILD STRENGTH THROUGH NUMBERS • TO PROVIDE ONSITE TRAINING FOR LOCAL ACTIVISTS AND STEWARDS • TO WORK AS A TEAM—LOCAL, COUNCIL, DISTRICT, AND NATIONAL**



# The Metropolitan Empowerment Initiative



A guide for AFGE activists on how to become part  
of an intensive two-week effort to build the union.

Produced by the AFGE Membership & Organization Department

