**Section 1 – Why We Are Doing This**

**Instructor Notes**

**Introduction Power Point Script**

**No Resolution PPT #2**

* The gap between the super-rich and everyone else has widened in the last 35 years. Today the top 1 percent takes in almost 20 percent of the country’s total income, while owning 35 percent of America’s wealth.
* And CEOs have fared even better: In 2009 CEO pay doubled what it averaged in the ’90s, quadrupled what it averaged in the ’80s, and was about eight times larger than it averaged around the middle of the 20th century.
* It’s a good time to be a CEO in our economy, but it’s much harder for most of us: struggling to make ends meet, worrying about the future for our kids and families.
* We know that when unions were at their strongest, the middle class was at its height. And today, even with the sharp decline in union density, union members make 28 percent more than nonunion workers.
* Corporate-backed politicians want to preserve the status quo and, understanding that unions give working people power, have launched an all-out assault on unions—from statehouses to courthouses.

**A National Coordinated Attack PPT #3**

* This is a national, coordinated attack. Initiatives like Right To Work are ways to attack our infrastructure in order to weaken our ability to even the playing field and provide economic stability for everyone.

**Ground Game PPT #4**

* And they’re not stopping at right to work initiatives and attacks on collective bargaining. Even non collective bargaining and Right To Work states are fending off attempts to gut our ability to collect dues.
* The fight is both legislative and legal. From Harris V Quinn to the Friedrichs V CTA case, our enemies are using our statehouses and courts to dismantle the labor movement.
* And now they have a ground game.

**Mailings and Brochures PPT #5**

* After the courts made agency fee illegal for home health care and home child care workers through the Harris V Quinn decision,

**Section 1 – Why We Are Doing This**

**Instructor Notes**

The Freedom Foundation in Seattle, Washington put together an organizing campaign aimed at convincing home health care and home child care workers to drop their membership in SEIU.

* The first part of the campaign included mailing these brochures to every SEIU member homes. The also ran television and newspaper ads with the same message.

**Paid Canvassers PPT #6**

* To follow up on their communications campaign, they hired canvassers to knock on SEIU members’ doors to solicit them to drop their membership.
* Their message? Don’t let the union waste your hard earned money. Give yourself a pay raise! You’ll get all of the benefits of the contract whether you’re a member of not.
* To make the transition easy for these workers, they had drop forms ready to sign and in many instances, the Freedom Foundation was successful.
* An important note: SEIU has looked at those who dropped their membership and found that the majority of people who are most likely to drop were not divided by political affiliation or income level. But rather how engaged they had been with their union. People who filled out bargaining surveys, attended meetings and rallies, talked with other members about the union—were MUCH LESS LIKELY to drop their membership than those who were disengaged.

**Drivers of Income Inequity PPT #7**

* So who’s doing this to us? Is it?
* (Click 1): Management?
* *(Click 2): Politicians?*
* (Click 3): The invisible, omni-potent hand of fate?

**Who’s Doing This PPT #8**

* The Kochs have $50 billion and an ALEC communications arsenal and an army of anti-union front groups:
* State Policy Network—which has an affiliate pushing anti union policy in all 50 states [www.spn.org/directory/](http://www.spn.org/directory/)
* Center for Individual Rights (CIR)
* Freedom Foundation (Evergreen)

**Section 1 – Why We Are Doing This**

**Instructor Notes**

* National Institute for Labor Relations Research
* National Right to Work Committee (NRTWC)
* National Right to Work Legal Defense Fund...
* The Koch Brothers have teamed up with the Walton family, Wall street and big banks to fund their attacks.

**Their Vision PPT #9**

* What is their vision?
* Re-segregating our schools
* Taking as much as they can out of public revenues
* Increasing income inequality

**Power Starts with Us PPT #10**

* The great news is we are 1.6 million members strong and we know how to fight!
* Our affiliates understand that we only succeed through collective power. Thus, we are engaging our communities, advancing proven solutions, and organizing and mobilizing members to repel those attacks and grow a strong middle class.
* As a result of this organizing and mobilization, the AFT passed the 1.6 million mark last summer. Nurses affiliated with our union. Charter school teachers and adjunct professors organized. Agency fee payers converted. And the rank-and-file membership continues to grow, as the connection between members and our union is strengthened.
* Where our affiliates are doing this work—side by side with their communities and in line with every level of the union, local, state and national—the connection between the union and its members is strong.
* We have each other’s back.

**Our Resolution PPT #11**

* We are fighting a battle that is ultimately over who holds the power in our economy and our democracy. It is a battle to reclaim the promise of America.
* To combat those who wish to undermine unions, we must strengthen the bond with all members. We must show them that workers are the union. We must engage in a collective conversation about the challenges we face, the aspirations we have and the strategies we

**Section 1 – Why We Are Doing This**

**Instructor Notes**

must implement. We must create the collective will and shared avenues for our members, along with community partners, to fight those obstacles and reach those aspirations

* That’s why in July, our executive council passed a resolution calling on our union to double the number of member activists to 10 percent, triple the number of members who engage in any union activities to 70 percent, and—in this our 100th year—reach out and speak to 100% of our members. And while less than 10 percent of those we represent are agency fee payers, we will reach all of them, with the goal of their choosing to have their voices heard as union members

**Our Plan to Build Power PPT #12**

* Here’s the components of our plan.
* We need to help our colleagues understand what’s at stake and the urgency of the situation.
* We need to build and strengthen leadership structures in each of our worksites that enable us to build real relationships with each of our members.
* Finally, we need to double down on not only engaging our members, but mobilizing around issues that they care about.
* This resolution is a compact between every AFT local. We know that our collective strength is dependent on each local strengthening their ability to engage and mobilize their members. It will take each of us being “All In”, to achieve our goals.

**Promise of America PPT #13**

* We are fighting a battle that is ultimately over who holds the power in our economy and our democracy. It is a battle to reclaim the promise of America. An America where:
* All Americans can send their child to a neighborhood public school that is child centered, not test obsessed.
* All Americans can send their children to college without incurring crippling debt.
* All Americans can get a well-paying job that allows you to raise their family and be an active member of your community.
* All Americans can have voice through collective action both at work and at the ballot box.

**Section 1 – Why We Are Doing This**

**Instructor Notes**

* All Americans can have paid sick leave to take care of a sick child or elderly parent.
* All Americans can get good health care when they get sick.
* All Americans can turn a lifetime of work into a retirement with dignity.
* All Americans can live free from discrimination or fear of bullying or racial profiling, or because of a broken immigration system, wage theft or deportation.
* ***If we are “All In”, we CAN fight forward and win!***

**AFT’s Member Engagement Training PPT #14**

* Objectives for member organizing training (Sections 1-3)
* Leaders, staff and activists will gain confidence in having purposeful conversations with their colleagues and asking them to participate in real/current issues of concern.
* Success will be measured by contact report forms, which hart colleagues degree of support for our issues.
* Objectives for lead organizers and building reps (Sections 1-5)
* Using the instructor notes and resource materials to engage and mobilize local members, lead organizers and work-site leaders/stewards/building reps will provide member activists with the skills to:
* Gain confidence in having purposeful conversations with their colleagues and asking them to participate in *real/current* issues of concern.
* Complete contact report forms, which chart colleagues’ degree of support for the issues.
* Depict a work site and organize information with lists, maps and charts.
* Determine if a work site has sufficient resources (people) to sustain a strong and effective union structure.

**All IN PPT #15**

* Are you “All In”?