



The AFSCME Toolkit

Quick and easy print materials for your campaigns.

AFSCME Code of Conduct

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- There will be no retaliation or other adverse action taken against an individual who makes a complaint. Complaints should be sent to the AFSCME Human Resources Department at reportharassment@afscme.org



Workshop Agreements

Listen and speak with respect for each other

Keep an open mind

Step up and step back

Leave your title at the door

Electronic devices silent

Take a break if you need to

Stay on schedule

Workshop Goals

- Understand the elements of effective print literature.
- Use the AFSCME Toolkit to create, store and download effective campaign materials.

Introduction

Is having a tool the same thing as being effective with it?

Which Flyer Is “Better”?

1

MY VOICE

ACTION ALERT

PUBLIC EMPLOYEE ASSOCIATIONS OPPOSE SENATE BILL 7
Politicians don't trust public employees to make their own financial decisions.

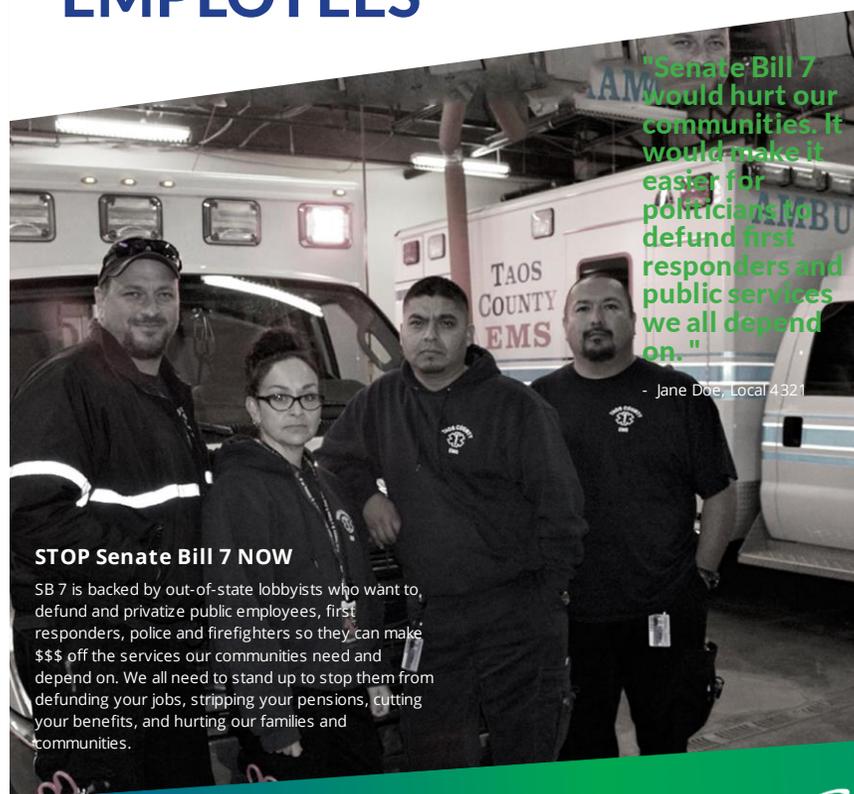
If passed, SB7 will establish a ridiculous, time consuming, repetitive process intended to make it cumbersome for public employees to join any organization that works on their behalf for better wages and working conditions. It will prohibit the use of payroll deductions to make contributions to political action committees that work to elect officials who support public educators, not belittle them.

- ü We trust our public sector employees to protect, feed, care for, and educate our children. We trust them to keep our communities safe and be there in emergencies. But Kentucky politicians don't think they're responsible enough to decide where their paycheck goes.
- ü Senate Bill 7 would make it more difficult for educators and first responders to be a part of their respective professional organizations by requiring them to directly involve their employer in their choice, make the choice in writing, and confirm the decision in writing a second time. Why is any of that necessary? Who are they really protecting here? Ironically, this divisive, insulting, bill was filed the very same day some members of the senate held a press conference to talk about the need for more civility and less divisiveness in Kentucky politics. This kind of overreach targeted at a specific group of people certainly isn't consistent with that message.
- ü According to the out of state special interests lobbying for this bill, educators, firefighters, police officers, nurses and other public employees have had it too good for too long. What they really should say is that they don't want to have to compete with compelling public interests for state dollars and instead, want to eliminate the opposition and make it easier for legislators to hand out corporate welfare without any oversight. Every time public workers successfully advocate for proper funding for public education and public protection, there are fewer tax dollars to support corporate welfare for big \$\$\$ donors.

Call your legislator today at (555-555-5555)
and tell them to **VOTE NO** on SB7!

2

STAND UP FOR FIRST RESPONDERS & PUBLIC EMPLOYEES



"Senate Bill 7 would hurt our communities. It would make it easier for politicians to defund first responders and public services we all depend on."

- Jane Doe, Local 4321

STOP Senate Bill 7 NOW

SB 7 is backed by out-of-state lobbyists who want to defund and privatize public employees, first responders, police and firefighters so they can make \$\$\$ off the services our communities need and depend on. We all need to stand up to stop them from defunding your jobs, stripping your pensions, cutting your benefits, and hurting our families and communities.

Call Your Legislator TODAY (555)555-5555



What Makes it “Better”?

- Who has used flyers, palm cards, literature before? In what scenarios?
- What does good print literature actually do? What is the benefit?

Which is the stronger message?

If passed, SB7 will establish a ridiculous, time consuming, repetitive process intended to make it cumbersome for public employees to join any organization that works on their behalf for better wages and working conditions. It will prohibit the use of payroll deductions to make contributions to political action committees that work to elect officials who support public educators, not belittle them. Senate Bill 7 would hurt unions by requiring union members to directly involve their employer in their choice, make the choice in writing, and confirm the decision in writing a second time. Why is any of that necessary? Who are they really protecting here?

SB 7 is backed by out-of-state lobbyists who want to defund and privatize public employees, first responders, police and firefighters so they can make \$\$\$ off the services our communities need and depend on. We all need to stand up to stop them from defunding our jobs, stripping our pensions, cutting our benefits, and hurting our families and communities.

Which is the stronger message?

If passed, SB7 will establish a ridiculous, time consuming, repetitive process intended to make it cumbersome for public employees to **join any organization that works on their behalf** for better wages and working conditions. It will prohibit the use of payroll deductions to make contributions to political action committees that work to elect officials who support public educators, not belittle them. **Senate Bill 7 would hurt unions** by requiring union members to directly involve their employer in their choice, make the choice in writing, and confirm the decision in writing a second time. Why is any of that necessary? Who are they really protecting here?

Third-partying our union

Centers the union, not the workers or the community.

- Too Long
- Bogged down in details.

Which is the stronger message?

Centers the workers & community.

The action is taken by ALL of us, not by "the union" as an outside group.

SB 7 is backed by out-of-state lobbyists who want to defund and privatize public employees, first responders, police and firefighters so they can make \$\$\$ off the services our communities need and depend on. We all need to stand up to stop them from defunding our jobs, stripping our pensions, cutting our benefits, and hurting our families and communities.

What Makes Good Lit?

Visual Design

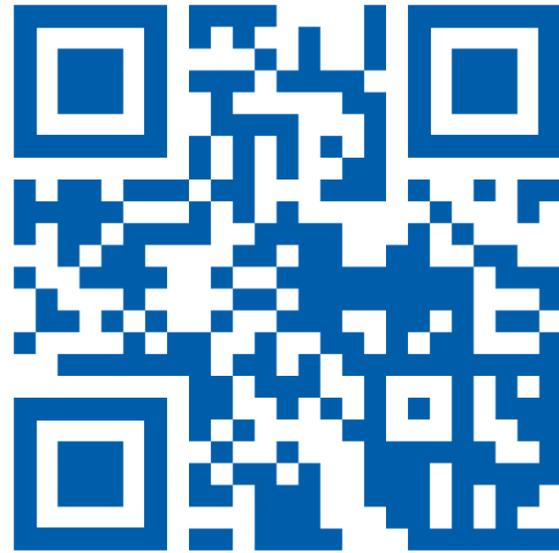
- Easily & quickly readable
- Photos of the work/members
- AFSCME colors & graphics

Messaging

- Succinct/short
- Centers members & community
- Doesn't third party our union

Logging On to the Toolkit

toolkit.afscme.org



Use the account info at your seat

Project: Sector Specific Flyer

1. Take a photo of a group member.
2. Upload the photo to the photo storage.
3. Create a “Sector Specific Flyer” using the photo. Add quotes & text if you’d like, or choose a pre-set quote.
4. Download it & email it to *ekane-salafia@afscme.org*



Presentations...