



## Sample Step Up for Teachers Advocacy Plan for Local Chapters

\* – Pieces marked with an asterisk in this action plan appear at PDFs on the OEA website ([okea.org/step-up-for-teachers](http://okea.org/step-up-for-teachers)).

1. President sends out invite to quick member “huddle” before or after school no later than Wednesday, February 7th to discuss Day of Action details and identify members who will come to State Capitol for Day of Action.
  - a. Provide one-pager for details of Step Up plan and how it connects to OEA’s Together We’re Stronger **campaign**.\*
  - b. Recruit volunteers to attend phone bank and sign-making party.
  - c. Identify members who would be willing to submit a pre-written **letter to the editor**\* to their local paper. Once members have agreed to author the letter to the editor and signed off on content, send email to field organizer who will relay that information to OEA staff who will ensure it gets sent to the correct newspaper.
  - d. Have members who cannot attend Day of Action or phone bank/sign making party to do a handwritten postcard to their local legislators asking them to support the Step-Up plan and mail prior to the scheduled Monday February 12th vote.
2. Schedule phone bank and sign making party night (Wednesday or Thursday) for member to member calls.
  - a. Ask: Will you contact your legislator immediately? Do you plan on attending Monday’s Day of Action? Will you share information about Step Up for Teachers on your personal Facebook and/or Twitter account?
  - b. Record answers from members on the OEA-designed **spreadsheet**\*, and send spreadsheet to regional organizer who will relay the information to Jay Williams on OEA staff.
3. When possible schedule face-to-face meeting with small group of members and local lawmaker on Friday, February 9th. Go over OEA polling, tell them why you are supporting and ask them to vote yes on Step-Up plan when it comes up for a vote on Monday, February 12th.
4. Create and execute a digital strategy.
  - a. Share OEA’s Facebook event on local association social media channels and ask members to share on their personal Facebook/Twitter account.
  - b. Share **social media graphics**\* on local association social media channels and ask members to share on their personal Facebook/Twitter.
  - c. Provide members with a list of suggested **tweets and Facebook posts**.\*
  - d. Share OEA’s social media posts on local association page and encourage members to share OEA content on their personal Facebook/Twitter account.