

Organizing Structure and Outcomes: RUSD Literacy Campaign

People Involved	Union Actions Taken	Outcomes
10 members	Designed strategy, held weekly meetings, recruited first-tier leaders	Campaign framework, goal setting, ac
~25 leaders	Trained second-tier organizers, coordinated events	85 organizers trained, school-wi
~85 organizers	Led reading circles, hosted events, collected pledges	6,300 pledges collected, 1,000+ f
400 parents	Hosted gatherings, shared stories, created booklets	120 gatherings, 1,200 pledges, 500 l
Multiple school teams	Integrated reading into classrooms, collaborated with parents	Increased student engagement, strengthened