

Sample Tactics⁵ — To be used by a local union or a regional or statewide campaign with localized actions.

Basic	Moderate	Advanced
➤ Coordinated buttons in the worksite or armbands (cheaper option) ➤ Hand out information at school events ➤ Sign employee petitions ➤ Coordinated visibility (clothing, union shirts, signs in cars or classrooms, etc.) ➤ Basic education with members on bargaining process and unsettled issues via 10 minute meetings, smart and concise written communications, short videos, etc. ➤ #RedforEd Days to repeat coordinated actions and use the color of red – national solidarity color for educators ➤ Regular worksite meetings that are well publicized ➤ Request financial information from employer or state on budget, management salaries and benefits, outside lawyers, etc. ➤ Membership drive to build member density ➤ One on one campaigns to assess member readiness and educate/agitate members to take action ➤ Small member delegations to board meetings or legislative committees to speak to the outstanding issues ➤ Phone bank members and other bargaining unit members to address questions and educate/agitate for solidarity ➤ Power map board members or key regional or state leaders and community to understand their interests and pressure points ➤ Coordinate member postcards or letters to targets (publish their contact information) ➤ Use the #RedForEd hashtag ➤ Encourage members to share photos of actions on their social media platforms	➤ Solidarity buttons in the community ➤ Create songs about our issue ➤ Informational picketing as large groups in public or at specific events with the employer such as bargaining or board meetings, including a “gauntlet” style layout where the employer must walk past members ➤ Votes of no confidence in the employer/decision-maker ➤ Votes of confidence in the union bargaining team ➤ Phone bank and letters to community members and parents to educate/agitate around the issues ➤ Phone bank and letters to fellow NEA members in area who do not work for the employer, other unions and ally organizations. ➤ Flood board members home mailboxes with postcards – one per member with a unified message ➤ Encourage community members to write messages to board members ➤ ArtBuild ➤ Picket sign creation ➤ Hold more frequent press conferences and press worthy events (highly visible activities) ➤ Create a community e-newsletter to send updates ➤ Organize coffee klatches ➤ Post lawn signs in the community ➤ Place ads in the school athletic programs and parent newsletters ➤ Keep track of the employer’s spending on anti-union activities, outside lawyers, etc. and make it public. ➤ Go door to door with leaflets in the community ➤ Consider a boycott of key businesses owned by board members or supporting management. ➤ Larger delegations of members at board members ➤ Organize building-based solidarity events such as walk-ins before work begins ➤ Create a community petition and/or pledge cards ➤ Create community flyers and share them at supportive businesses (on counter) or leaflet popular community events such as farmers’ markets, recycling centers, etc. ➤ Launch social media channels and post regularly to update the community ➤ Put floats in local parades sponsored by the union ➤ Hold press conferences ➤ Create shareable social media graphics ➤ Leaflet large school events like athletic games ➤ Set up informational booths at local events such as fairs, farmers markets, etc. (“truth booths”) ➤ Launch a landing page website ➤ Meet with community organizations with an interest in students ➤ Encourage other unions in the area to picket and act in solidarity ➤ Consider work-to-rule tactics that impact management, but not students. These tactics include leaving or arriving at work when the day begins, resigning from voluntary committees, passive participation in faculty/staff meetings, etc.	➤ Large community or regional or state rallies ➤ Organize and participate in parades ➤ Organize a speakers’ bureau to go to community events ➤ Marches on the employer/decision makers ➤ Occupying a decision-maker meeting ➤ Member and community delegations to speak at board meetings ➤ Show collective resistance at staff meetings through passive participation ➤ Pack up personal property from classrooms and offices ➤ Picket board members’ houses/work ➤ Organize coordinated walk-ins on the same day across a region ➤ Banner drops ➤ Civil disobedience (be sure to consult with your union’s legal counsel) ➤ Take over board meetings ➤ Hold “sleep ins” during bargaining sessions ➤ Hold large membership rally prior to school board meeting, then pack the room ➤ Attend critical bargaining meetings such as mediation or fact finding hearings and make sure board members see/hear us ➤ Find and open a strike HQ ➤ Hold a strike informational meeting for potential striking unit and other employees potentially impacted by a strike ➤ Train picket captains ➤ Ask athletic coaches to suspend games and work if there is a strike ➤ Reach out to area colleges to ask student teachers not to come to work if there is a strike ➤ Phonebank area substitutes to ask them not to take work at the school in the event of a strike ➤ Hold a strike authorization vote ➤ Hold community forums in-person or virtual town halls ➤ Hold neighborhood based meetings with parents and concerned community members ➤ Translate community outreach materials and go to communities with translators to meet with non-English speaking communities ➤ Work with community organizations to develop proactive plans to support vulnerable students in the event of a strike ➤ Consider a Facebook live to update the community on actions.

⁵ See Tactics Manual WEAC.doc in resource section.