

HOW TO MAKE A PAC ASK

There isn't a "one size fits all" script to ask a member to do anything. However, there is a tested formula that we use for most organizing conversations. Below is an outline to ask your members to contribute to the PAC either in a one-on-one conversation or in a 10-minute meeting.

- **Frame Problem:** Politicians make decisions about our students, jobs and future.
 - **Sample Talking Point** – "Our funding, curriculum, and paychecks are governed by the politicians we elect. The sad reality is many politicians have no idea of the struggles we go through, have never stepped foot into our school, or know what our students really need to succeed. I need to talk to you right now about standing up for education and our profession."
- **Discover Issue:** Find out what they care about or want to see changed.
 - **Sample Talking Point** – "If we had a politician stuck in the elevator - what would you tell them needs to change in our public schools?"
- **Agitate Around Targets:** Polarize around elections.
 - **Sample Talking Point** – "Educators can't rely on politicians to make all of the right choices when it comes to our profession and students' success (or refer to issues member mentioned). The best part about having jobs that are dependent on decisions by elected officials is that we can always elect and un-elect them. Elections have consequences."
- **Explain Solution:** We need to keep building our power. We build power two ways – organizing our money and organizing our people to elect pro-public education candidates and hold them accountable.
 - **Sample Talking Point** – "If we return to that elevator with that politician and you and I asked for (refer to issue) - would they listen to us? What if we had thousands of educators with us? What if our members had run their own campaign to contact voters and they were there? What if we had a strong independent political action fund that could train and run our own members for office? Would they listen to us then?"
- **Take Action:** I need you to put your money where your mouth is.
 - **Sample Talking Point** – "Elections are the primary way we contest for power. If we're serious about fixing what's broken in public education (refer to issues they mentioned) - we need to contribute to our political action fund (PAC) so we have resources to run our own independent campaigns and get more educators elected. Most members are giving \$5 per pay period to make a difference."
- **Ask:** Make a direct and confident ask with a specific \$ amount. Avoid passive language.
 - **Sample Talking Point** – "Can I count on you to give \$5 per pay period and join the Political Action Committee? Here is the form to join today."