

How to Increase Member Turnout

Participant Handouts

PSAC National Education

Setting up your turnout plan: tools, tactics and strategies for high member turnout

1) Assemble your team:

- This may take some very concerted, direct outreach. But it will be worth it!
- Give up control and assign tasks based on how the team members want to help.
- Designate a Turnout Captain or Captains.
- Don't be afraid of people failing! This means taking chances on people!
- Keep a list of how team members are helping and check in with each other regularly.
- Adjust as needed.

2) With your team set an attainable turnout goal for your event

- Aim to improve on turnout from your last event.
- Don't set yourself up to fail by shooting too high.
- Ex. Local of 5000. 100 attended your last event. Goal: 150

3) Do the math on the work required to meet your goal

- 1/3 rule – for every 3 people that say YES only one will come. Usually, 1 out of every 2 leaders say YES.
- Usually it takes 1 hour to manually call 30 members and usually you'll receive 8-12 responses per hour .
- Think about what could improve your odds and make you more efficient.

4) Build a list of members you want to turn out

- Sources can include MemberLink, your local list, a recent petition with new contacts, etc.

- Update the list using MemberLink or put the list in an Excel sheet and enlist members later to help update the list.
- Add additional information like level of support for the union or the issue, attendance at previous similar events, job and work location, etc.
- Plan to talk to everyone on your list! No cherry picking!
- Make the work manageable. If you have a list of 500, only assign 50 members to contact at a time. Allow people to report back. Some members will say that's enough. Some will ask for more.

5) Choose your tools and tactics

CallHub phone list tool

CallHub is a web-based application that PSAC members can use to simplify their campaigning work. CallHub:

- Allows volunteers to make calls from call parties or from home without revealing their personal phone numbers to the members.
- Saves them the effort of dialing each number manually
- Allows volunteers to play a pre-configured voice mail message to any answering machine they reach
- Streamlines data entry for call outcomes and information collected during calls - allows us to track member responses and commitments
- Allows us to update contact information
- Avoids repetition
- Is managed centrally

- Members need access to wi-fi and a computer/tablet (running Chrome v.25 or later) and a phone (internet, cell or landline) or a headset with a microphone (Bluetooth headphones are not recommended)
- Members can get training from their Regional Representative.
- Members can host call parties either together at the Regional Office or on Zoom.

Peer-to-peer texting applications

- Apps such as CallHub help members reach out to other members via text.
- These applications reach 1000s of members quickly to let them know about an important event.
- For example: you may choose to call everyone with a landline and text everyone with a cell phone if you have 1000s of people to reach.
- Most people have a cell phone and have it with them all day.
- Many people screen their calls, most people don't ignore texts
- Texting is more personal than email and social media.
- Always include an ASK in your text.

Outreach at the workplace

- Create and print a signup sheet for the event to bring to various places where members congregate. You can also add a QR code that sends members directly to the form.
- Ensure it has a field for: Name, Cell Phone, Personal Non-Work Email, Landline, and their response (YES, NO, MAYBE).
- Sheets should be returned to the Turnout Captains to enter results into the YES and MAYBE list.
- Use information gathered to update member contact information in MemberLink.

Online event sheet sign-up

- Like the manual signup sheet, except this can be forwarded via email and social media.

- Use Microsoft or Google Forms or any other online sign-up tool your region has to offer.
- Lists of YESes and MAYBEs should be returned to the Turnout Captains to enter results into the master YES and MAYBE list.
- Use information gathered to update member contact information in MemberLink.

Other tools that help turnout...

- **Flyers!**
 - Post on physical or virtual union boards or Teams.
 - Post on social media to increase visibility.
 - Distribute to members as they arrive and leave the workplace.
- **Facebook events!**
 - Allows for people to say YES. Although it is unreliable 😞
 - The Turnout Captain should ensure the event is widely promoted and updated.
 - Paying for boosts can increase visibility and bump up event in followers' feeds.
- **Post in known PSAC online or allied groups!**
 - Ensure leaders share the Facebook event link or the main online sign-up link in known PSAC online or allied groups.

6) Write your scripts

- Ask what your member thinks about the issues.
- Always confirm their contact information.
- Ask for their commitments. Make more than one ask (to attend, an event, to support on a strike vote, etc.)

7) Record the commitments

- Record commitments from all sources in a shared master document – YES/ MAYBE.
- MAYBEs don't factor into your turnout count. You need 600 YESes for 200 to turnout. MAYBEs are gravy 😊
- Ensure all updated contact information is entered into MemberLink!!!
- NO doesn't mean members don't support the union. Never get discouraged by a NO. It's not personal. You must ask a member 7-10 times to get involved to finally have them say YES.

8) Reminder calls, texts and emails so members attend

- Compile your YES and MAYBE list.
- Create a short script so everyone delivers the same message.
- Divide the work.
- Confirm your YESes first with a follow up phone call, face-to-face conversation or a text the day before the event.
- Remind the MAYBEs.
- Record your confirmations.
- Don't worry if members are annoyed.

Worksheet: Setting up your turnout plan

1. Assemble your team

Who will you recruit to your turnout team? Why?

Who will you ask to be the turnout captain? Why?

2. With your team set an attainable turnout goal for your event

What is your turnout goal? How did you choose it?

3. Do the math on the work required to meet your goal

Roughly, how many phone calls will you make to meet your goal?

How much time will you need to make these calls?

What is your plan for face-to-face outreach?

4. Build a list of members you want to turn out

How will you build your list? What sources will you use? Where will you store it?

5. Choose your tools and tactics

What tools and tactics will you use? How will you use them and how will they complement each other?

6. Write your scripts

What will you make sure to include in your script?

7. Record the commitments

How will you ensure commitments are compiled and stored centrally?

8. Reminders

How will you remind your members of your event and confirm that they will attend?