

LABOR 2010 CAMPAIGN SCHOOL

A P P L I C A T I O N



This two-day program is for union activists and staff who will work on the Labor 2010 campaign. It will include training sessions on practical, nuts-and-bolts political organizing along with winning strategies from organizers, trainers and consultants from inside and outside the labor movement.

Program Requirements:

- Participants are expected to fully participate and attend both days of the program.
- A non-refundable deposit of \$60 for materials and meals is required with your application. Limited scholarships are available to participants whose unions cannot sponsor them.
- For those traveling, a list of local hotels will be provided, to be paid for by attendee or sponsoring local.

Please complete and return this application by the Friday before the School you plan to attend to: California Labor Federation, Attn: Gloria Sanchez, 600 Grand Ave, Ste. 410, Oakland, CA 94610 - Fax (510) 663-40) , .

Yes, I want to attend the LABOR 2010 CAMPAIGN SCHOOL at (circle one):

- | | | |
|--|--|--|
| Modesto | Los Angeles | Oakland |
| July 30, 9:30 am - early evening
July 31, 8:30 am - 4:30 pm | August 13, 9:30 am - early evening
August 14, 8:30 am - 4:30 pm | August 20, 9:30 am - early evening
August 21, 8:30 am - 4:30 pm |

Personal Information:

NAME _____

DAY TEL (_____) _____ CELL (_____) _____

HOME ADDRESS _____

CITY, ZIP _____

EMAIL _____

JOB TITLE/RESPONSIBILITY _____

POSITION HELD () RANK & FILE () STEWARD, OR OTHER ELECTED REPRESENTATIVE () OFFICER, NOT FULL-TIME STAFF () STAFF

I WILL BE STAYING OVERNIGHT FRIDAY.

Union Information:

UNION _____ LOCAL _____ CHIEF OFFICER _____

MAILING ADDRESS _____

CITY, ZIP _____

OFC TEL (_____) _____ FAX (_____) _____

OFFICE USE ONLY

APPROVED _____ CK RECEIVED _____ HOUSING _____ REG PCKG MAILED _____

LABOR 2010 CAMPAIGN SCHOOL

A P P L I C A T I O N



1. What do you expect to learn from the Campaign School? (Attach additional sheets if necessary.)

2. Have you attended campaign-training programs in the past? If yes, when and where? Which organization sponsored the training? (Attach additional sheets if necessary.)

3. Have you worked on political or organizing campaigns [internal or external] in the past? If yes, when and where? Describe your work on these campaigns. (Attach additional sheets if necessary.)

4. Do you expect to be assigned to or participate in Labor 2010 campaigns?

_____ Yes _____ No

Campaign _____ When? _____ Where? _____

Workshops for All Attendees

All Campaign School attendees will participate in the following workshops:

What's at Stake

An overview of the critical races and ballot measures that will affect working families

Volunteer Recruitment and Turnout

How to determine how many volunteers are needed to win, how to recruit and turnout volunteers in tough times

Sticking to Labor's Message

Strategies for building and delivering our message, including effective techniques and best practices

Winning with Worksite and Membership

Contact Programs

Reaching voters at, or outside the worksite, sharing local successes in educating, persuading and identifying voters

Voter Contact and Persuasion Basics

Understanding basic targeting techniques to reach different kinds of voters, options to reach likely and persuadable voters

Elective Workshops (Choose Two)

Attendees also can choose any two of these elective workshops:

- Understanding and Using Polling Data**
Using research to deliver pro-worker messages that build our campaigns
- Online Organizing**
Using e-mail, text messaging and social media, like Facebook, to boost organizing efforts
- Managing Volunteers**
Creating volunteer recruitment and retention plans, best practices and tips on dealing with problem situations
- Getting Out the Vote**
Building a winning GOTV program from the ground up, including staffing, planning and resource management
- Playing the Political Game**
Who wins and who loses in politics affects your life, your job, your union and your community - learn how to win in any political environment

I am applying to the California Labor Federation Campaign School and if accepted will attend for the full two days. I expect to work and volunteer in the Labor 2010 campaigns.

Signature of applicant

Date

Signature of local union officer / sponsoring organization

Date