

May 4 Walk-In Toolkit Outline

Excited about joining communities across the country for the May 4 walk-ins? Ready to develop a plan? Need tips to expand participation in your school or community? Take a look at the materials provided in this toolkit. Remember, the key to the success of the walk-ins is to engage members and parents and keep them invested in advocating for the public schools ALL our students deserve!

I.	What is the Alliance to Reclaim Our Schools?	2-3
II.	What are walk-ins?	4
III.	Making a Plan for the Walk-In	5-6
IV.	Sample Flier	7
V.	Sample Agenda for Planning Meeting	8
VI.	School Site Walk-In Info Form	9
VII.	Sign-Up Form for Walk-In Participants	10
VIII.	AROS Commitment Card	11
IX.	Sample Planning Calendar	12
X.	Blank Planning Calendar	13
XI.	Sample Program and Schedule for May 4	14

Additional tools for social media, press outreach and other logistics will be available in mid-April. If you have specific questions about how to make May 4 a success, or want to connect with teams across the country to share ideas, contact your regional AFT community engagement coordinator or Eric Zachary at ezachary@aft.org. You can also visit the AROS website at <http://www.reclaimourschools.org> for more information.

THE ALLIANCE

TO RECLAIM OUR SCHOOLS

The **Alliance to Reclaim Our Schools (AROS)** is an unprecedented alliance of parent, youth, community and labor organizations, representing over 7 million people nationwide, that is fighting to reclaim the promise of public education as our nation's gateway to a strong democracy and racial and economic justice.

AROS believes that the best way to ensure each and every child has the opportunity to pursue a rich and productive life is through a system of publicly funded, equitable and democratically controlled public schools. After years of division, AROS is uniting parents, youth, educators, unions and community members to drive the transformation of public education, shift the public debate and build a national movement for equity and opportunity for all.

Who We Are

Over the past year, the AROS platform, demands and strategy have grown organically out of the organizing work of local community-labor alliances across the country. Today, AROS is comprised of nine national partners:

- Alliance for Educational Justice
- American Federation of Teachers
- Annenberg Institute for School Reform
- Center for Popular Democracy
- Gamaliel Network
- Journey for Justice Alliance
- National Education Association
- National Opportunity to Learn Campaign
- Service Employees International Union

What We Believe: The Schools All Our Children Deserve

The market-based approach to school reform relies on competition and a system of rewards and consequences as the motivators for educational innovation. This includes the proliferation of charter schools, mass closures of public schools, pay-for-performance plans for teachers, and a fixation on standardized testing. In contrast, AROS has developed a collaborative national platform and set of demands that emphasize the following:

1. Full, fair funding for neighborhood-based community schools that provide students with quality in-school supports and wraparound services
2. More supports for teachers and fewer high-stakes tests
3. Positive discipline policies and an end to zero-tolerance
4. Quality, affordable education from early childhood through college, including for undocumented students
5. A living wage that lifts people (and whole communities) out of poverty

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TO RECLAIM OUR SCHOOLS

Alliance for Educational Justice

The Alliance for Educational Justice is a national collective of approximately 30 intergenerational and youth organizing groups across the nation that work with local and federal policymakers to transform public education to a system that equally prepares all students – regardless of race or socioeconomic status – for college, meaningful employment, and full participation in democracy.

American Federation of Teachers

The American Federation of Teachers represents 1.6 million members in more than 3,000 local affiliates nationwide, including pre-K through 12th-grade teachers; paraprofessionals and other school-related personnel; higher education faculty and professional staff; federal, state and local government employees; and nurses and other healthcare professionals.

Annenberg Institute for School Reform

AISR is a national policy-research and reform support organization that promotes quality education for all children, especially in urban communities. Its primary lines of inquiry include school transformation, college and career readiness, and extended learning time. Through policy analysis, facilitation and strategic assistance, AISR's Center for Education Organizing supports the work of community, parent and youth organizing groups and coalitions that share our vision for equity-based school reform.

Center for Popular Democracy

The Center for Popular Democracy works to create equity, opportunity and a dynamic democracy in partnership with high-impact base-building organizations, organizing alliances, and progressive unions. CPD strengthens our collective capacity to envision and win an innovative pro-worker, pro-immigrant, racial and economic justice agenda.

Gamaliel Network

Gamaliel works to empower ordinary people to effectively participate in the political, environmental, social and economic decisions affecting their lives. Its diverse members apply their faith and values to the pursuit of equal opportunity for all, shared abundance, and stronger, more prosperous communities.

Journey for Justice Alliance

Journey for Justice is an alliance of grassroots community, youth, and parent-led organizations in 21 cities across the country. Its members are base-building organizations pushing back against and demanding community-driven alternatives to the privatization and dismantling of public schools systems.

National Education Association

The National Education Association, the nation's largest professional employee organization, is committed to advancing the cause of public education. Its 3 million members work at every level of education—from preschool to university graduate programs. NEA has affiliate organizations in every state and in more than 14,000 communities across the United States.

National Opportunity to Learn Campaign

The Opportunity to Learn Campaign unites a growing coalition of advocates and organizers from across the country working to ensure that all students have access to a high-quality public education. The OTL Campaign includes local, state and national organizations, grassroots community leaders, policymakers, youth organizers, business leaders and philanthropic partners.

Service Employees International Union

The Service Employees International Union represents 2 million diverse members in the United States, Canada and Puerto Rico, including early education, K-12 and higher education employees ranging from day care providers to school bus drivers to university adjunct teachers. Many SEIU members are parents who are passionate about education being key to their children's success, and they want to see SEIU deeply involved in education issues.

Walk In!

For The Public Schools ALL Our Students Deserve

May 4, 2016

On Wednesday, May 4, join the Alliance to Reclaim Our Schools and tens of thousands of educators, students, parents and community allies as we mobilize across the country to send a powerful message about our vision for the future of public education.

More than 40,000 people participated in our walk-ins at 838 schools in 30 cities on Feb. 17 to advocate for the public schools ALL our students deserve. On May 4, we will increase those numbers and build our movement for educational justice.

What are walk-ins?

During walk-ins, parents, educators and students, along with media members and other invited guests, gather in front of their school 30-45 minutes before the school schedule begins. They rally and listen to a few speakers discuss what they want for the school, and then everyone walks into the school together. Walk-ins can be used to celebrate your school, collaborate with school officials or protest harmful school conditions and policies.

Walk-ins are positive actions that show lawmakers and others that these are our schools and our communities. They build solidarity among our members and allies as they feel the power of collective action without risking retaliation. Walk-ins build relationships. Walk-ins build power. Walk-ins build hope.

National message and local flavor

On May 4, our walk-ins will convey a similar message:

Parents, educators and students are walking in to reclaim our schools and advocate for the public schools ALL our students deserve.

Each individual city will also have its own local focus, such as sustainable community schools, less standardized testing or more funding. In each city, labor and community partners can tailor the walk-ins to address their schools' most important issues.

Will you join us? For more information, check out www.reclaimourschools.org and visit the "resources" page, or email Eric Zachary at ezachary@aft.org.

Making a Plan for the May 4th Walk-In

The power of the walk-in comes from educators, parents, students and community members all walking in to school together. That means working together from the start to plan the walk-in. Use the steps and questions below to guide your planning for the walk-in on May 4.

Contact ezachary@aft.org or visit www.reclaimourschools.org for more resources.

1. Choose your schools based on this suggested criteria:

- Strong building reps
- Active members
- Existing relationships with parents and students
- Urgent issues
- Deep school pride

2. Organize a school-site meeting(s) with educators, parents and community members to plan the walk-in:

- Identify the goal for the walk-in.
- Choose themes and the message.
- Develop an outreach plan that includes member-to-member conversations.
- Create the May 4 program and schedule (see sample provided).
- Develop the overall turnout plan, which includes follow-up to remind and confirm people who said “yes” or “maybe” they will attend.

3. Recruit union members at each school:

- Call a work-site meeting and announce the walk-in.
- Join a union webinar or meeting to hear what other schools are doing for their walk-ins.
- Put fliers on the school bulletin board and in educators’ mailboxes.
- Through one-on-one conversations, ask members to attend the action and sign commitment cards.
- Use the cards to keep track of which members join the action and to record conversations in the union database.
- Sign members up to help plan the event and delegate roles for outreach.
- Enlist support from former or retired educators who may still have close ties to the school.

4. Recruit parents, community members and students:

- Reach out to your parent/student school-based organization leadership.
- Ask each educator to identify and call five parents to personally invite them to the walk-in.
- Involve the front office staff, since they often interact with visitors more frequently and may be able to share a flier or provide details about the walk-in.
- Engage school volunteers. Invite them to help plan the walk-in and ask them to circulate information to their friends and families.
- Think about other groups that are connected to the school, like the Boys and Girls Club, Kiwanis Club, etc., and contact them to explain the event and enlist their support.
- Leaflet before and after school hours with fliers and either sign-up sheets or commitment cards.

- Make presentations at community events such as meetings of neighborhood associations and places of worship, and at education-related events.
- Spread the word during school-sponsored activities, like athletic events, open houses, performances and cultural nights.
- Canvass the neighborhood and knock on doors to explain the action and ask people to participate.
- Set up a coffee chat with the principal for May 4, so parents are welcomed for a deeper conversation after the walk-in.
- Use existing parent-teacher conferences and meetings to promote the May 4 walk-in.

THE SCIENCE OF NUMBERS: Not all who say they'll come will come!

During the planning meeting(s) at the school site, set a goal for the number of people you want to attend and work backward to see if your goal is achievable.

For example, if you want **25** people to attend:

- About 40 people will need to say yes (since some may not show up).
- Reach out to about 80 people, because about 50 percent of those you talk to will likely say yes.

To get 25 participants, you need to reach 80 people!

Don't rely heavily on emails or fliers. Put more energy into having conversations so you can build deeper connections with those who care about the school! Create an outreach plan that aims to connect with three times the number of people you want to attend the walk-in.

5. Think about the actual program for May 4:

- Identify speakers for the walk-in. Make sure they include representative voices from students, parents, educators and other community members.
- How can the walk-in become more newsworthy? Are there any mascots, local celebrities or elected officials that could attract media?
- What presentations can help make the day a success? Is there a report, student-inspired artwork or a music group that can generate excitement or emphasize your message?
- Are there additional needs like coffee, donuts or a sign-making station?
- Who's responsible for photography, social media, helping reporters, etc.?
- Make a list of details and assign someone to each detail!
- Make sure you have sign-in sheets so you can stay in touch with everyone who attends.

6. Post-May 4 Steps:

- Send thank-you notes to all walk-in participants and organizers.
- Collect turnout numbers, photos and media clips to send to the AFT and AROS.
- Reconvene planning committee to assess what worked well, what could be improved, and key lessons for moving forward with your campaign.
- What's the next action in your campaign? How will you recruit walk-in participants to join it? Can you announce the next action on May 4?

MAY 4 WALK-IN FOR

the public schools *ALL* our students deserve!



All over the country, people are mobilizing for the public schools
ALL our students deserve and against cutbacks, over-testing, and privatization.

Join us and help build the movement for educational justice.

Where: Add location here

When: Add day and time here

Contact: Add local contact information here

Add important local information here.



A Union of Professionals

THE ALLIANCE
TO RECLAIM OUR SCHOOLS

Insert local logo
here.

#ReclaimOurSchools

SAMPLE AGENDA FOR PLANNING MEETING
Union, Parent and Community Member Planning Committee
Total time: 60-90 minutes

1. Introductions (5 min.)

Name and connection to the school

2. Purpose and Goals of Walk-Ins (5 min.)

Examples might include:

- To support and improve our neighborhood schools;
- To celebrate the great things happening in our schools;
- To demand resources to make our schools better; and/or
- To protest harmful school conditions and policies.

3. Group Discussion on Message (15 min.)

- What are the things we love about our school?
- How do we want our school to improve?
- What do we need to make the improvements happen?

4. Ideas for Turnout for the Walk-In (20 min.)

- What are our turnout goals?
- How can we get other educators, parents, students and community members to turn out? (Refer to Making a Plan document.)
- Select days for leafleting and making presentations to different groups, and make assignments for one-on-one conversations with members at the school. (Use Sample Planning Calendar, and input dates on Blank Planning Calendar.)
- How and when will we follow up with people who say “yes” or “maybe”?

5. What’s Next? (15 min.)

- Are there some things we want to highlight about our school? What are they?
- What would we like to see in the program for May 4?
- How can the walk-in become more newsworthy?
- Which presentations can help make the day a success?
- Additional needs and roles
- Next time to check in
- Materials needed:
 - _____
 - _____
 - _____

School Site Walk-In Info Form

Complete and submit to: [local union contact] and/or ezachary@aft.org

Building and Address	
Lead Contact Person and Cell Phone Number	
Media Contact Person and Cell Phone Number	
Photography and Social Media Contact Person and Cell Phone Number	
Walk-In Start Time	
Estimated Number of Participants	
Meeting Point Outside of Site	
Speakers	

Sign-Up Form for Walk-In Participants

Use a sign-up form to get commitments from individual educators, parents and community members to participate in the walk-ins. Insert the school’s information and collect commitments during meetings, games and other events. This form can be used instead of or along with the commitment card.

WALK IN WITH US!

**PLACE YOUR UNION’S AND
COMMUNITY PARTNERS’ NAMES OR LOGOS
HERE**

Members of the [name of school or city/county community] are planning to show support for our public schools by participating in a national day of “walk-ins” on May 4. Please join us as we call for [issue] and show our support for public schools that ALL our children deserve!

We will gather at the school around [time]. We’ll hold a brief rally, and at [time] sharp, our students and educators will enter the school to begin the regular school day. We are not disrupting the school day in any way. We are simply arriving at school together to show our support! Will you join us?

NAME	EMAIL ADDRESS & TWITTER HANDLE	TELEPHONE	Yes, I want to receive text messages.*

*Standard message and data rates may apply.

AROS Commitment Card

THE ALLIANCE
TO RECLAIM OUR SCHOOLS

Yes! I'm all in for Community Schools. I commit to participate in a WALK-IN on Wednesday, May 4th, at _____

to show my determination to protect our public schools while we fight for the revenue and the political will to make them the schools all our children deserve. I commit to stand with the Alliance to Reclaim Our Schools.

I am a: Teacher School Support Professional

Parent Student Community Member

Name: _____

Non-Work Email: _____

Mobile Phone Number: _____

Yes, I want to receive periodic text messages. We will not send spam or sell your information.

I'd like more information on (check all that apply):

Becoming an AROS digital organizer (using Facebook, Twitter, etc.)

Talking to friends, neighbors, students and/or co-workers about AROS and our May 4TH walk-in

The AROS campaign

Attending an AROS meeting

Signing up for the AROS listserv

SAMPLE PLANNING CALENDAR FOR MAY 4 WALK-INS

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28 March	29 Agree on target schools	30 Finalize leaflet or info sheet for your city	31 Discuss with each steward from the target schools	1 April	2	3
4 Reach out to school administration to inform and engage them!	5 Compile a list of school activities for outreach	6	7 Form the planning committee. Ask parents, members, etc. to join	8	9	10
11	12	13 Hold school site planning committee meeting	14 Outreach to members, parents, etc. to get commitments to participate	15	16	17
18 Start leafleting outside of target schools for the next two weeks to recruit!	19 Identify social media point person for each school	20	21 Update school administration	22 Committee chooses key issues and message	23 Outreach to get commitments	24
25	26 Select speakers	27 Draft media plan and make reminder calls	28 Reminder calls, emails, texts	29 Prepare speakers	30 Canvass the neighborhood to increase interest and commitment	1 May
2	3 Reminder calls, emails, texts	4 WALK-INS!	5 Collect numbers, photos and media; send to the AFT			

BLANK PLANNING CALENDAR FOR MAY 4 WALK-INS

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28 March	29	30	31	1 April	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1 May
2	3	4 WALK-INS!	5			

Sample Program and Schedule for May 4

On May 4, you want everything to go smoothly and to ensure that educators and students get to school on time. We're walking into schools to *support* the teachers, students and our public schools, not to disrupt them!

Most groups will meet at the school site, while others may gather nearby and march to the school together. Think through what you will need at each location: Signs at the beginning and coffee at the end? Or maybe have coffee at the beginning and donuts at the end? Be sure to pad your schedule with a few extra minutes—we don't want anyone to be late to the classroom. This sample program offers an idea of how you might plan the schedule for your walk-in. Check out the videos on www.reclaimourschools.org to see what a walk-in looks like.

WALK-IN SCHEDULE

- 6:45 a.m. Planning team arrives at your designated meet-up place(s) to unload signs, sign-up sheets, coffee, etc. (You may want two teams—one at the meet-up place, and one waiting at the school.)
- 7 a.m. Participants arrive. Wave signs as cars drive up; chant, sing, etc.
- 7:15 a.m. If marching or walking a few blocks to the school, the group hits the road!
- 7:30 a.m. Gather everyone for a short program in front of the school.
- Try to keep the number of speakers to a **maximum of four people** who represent parents, school staff, students and/or community organizations, faith leaders, etc.
 - Each speaker gets **two minutes or less** to deliver a prepared message or demand. (Work with the speakers ahead of time to differentiate their remarks and make sure to include a national message element.)
 - Here's a **sample program**:
Speaker #1: Greeting. This is why we're here today!
Speaker #2: Our Message. For the schools all our students deserve, we need ...
Speaker #3: Our Campaign. Our fight doesn't end today! Next steps, and why we need you!
Speaker #4: Thank you for coming, and don't forget [start turnout work for the next event in your campaign. Be sure to ask everyone to sign up to help!]
- 7:45 a.m. Everyone walks into school and sings or chants a final message.
- 7:50 a.m. Everyone goes to work!

OTHER POSSIBLE ACTIVITIES

- Find a way to highlight what you are proud of about your school—e.g., have a quick performance with music, dancing and/or singing, or display some artwork.
- Assign someone to take pictures, coordinate social media coordinator and traditional media.
- Collect letters/postcards addressed to the school board, school administration, state Legislature—or any target of your local work. You could say thank you or include a demand from the campaign.