

OFT WALK-IN PLANNING PACKET

HOW TO HOST A SUCCESSFUL
WALK-IN OCT. 6

#WALKINOCT6

15 minutes:

Walk-in Oct. 6

A show of solidarity for our education values

*Standing with community to demand improvements
in Ohio's public education system*





15 minutes:



Walk-in Oct. 6

OFT is waging a campaign to redefine public education through the implementation of the Every Student Succeeds Act (ESSA). We will draw attention to this opportunity with a visible show of support for our public schools during a walk-in to begin 15 minutes before school starts Oct. 6.

LOCAL GOAL SETTING:

- ✓ What is the local's goal for how many buildings will host walk-ins?
- ✓ What is the local's goal for how many people will attend at each building?

SAVE THE DATE:

- ✓ Get the walk-in date on everyone's calendars.
- ✓ Include the date on all communications to members.
- ✓ Post the date on bulletin boards.
- ✓ Talk to members about planning to attend.

STRUCTURE:

FORM YOUR LOCAL WALK-IN TEAM -

- ✓ Select at least 3 people to coordinate plans for the walk-in (larger districts may need larger teams).

NAME BUILDING WALK-IN LEADS - Choose a point person or two for each building who can:

- ✓ rally people to commit to arrive to school 15 minutes early to attend the walk-in
- ✓ plan to have coffee and donuts
- ✓ select volunteers to make signs for people to hold at the event
- ✓ identify volunteers to hand out fliers to parents as they drop off or pick up their children in the days before the walk-in to advertise the walk-in and invite them to attend
- ✓ choose a chant leader to write a few chants
- ✓ print and distribute chant sheets and get the event started with chants
- ✓ select volunteers to circulate sign-in forms the day of the event to collect names, email and phone numbers for those who show up.



15 minutes:



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INVITE THE COMMUNITY TO JOIN US:

- ✓ Brainstorm who you could include in the walk-in.
- ✓ Invite parents, students and community leaders to attend. Invite the superintendent, principal, school board members, PTA, mayor, city council, local business owners, faith leaders and their congregations, other community groups, other individuals. A sample letter/invite is included in this packet.
- ✓ Who will contact and invite these allies to get their commitment to attend?
- ✓ Follow up with those who will make the invite: Was the invitation made? Will the invitees attend?
- ✓ How do you plan to notify and invite individual parents and educators to attend the walk-in? (handing out invite letters? phone calling? asking a few parents to help take the lead, etc)

REMINDERS

- ✓ How will you remind speakers and attendees?
- ✓ Get their email addresses and phone numbers so you can email and text them reminds and updates when information changes.
- ✓ Build excitement by emailing and texting participants about new info or breaking news about a special guest who commits to attend. Building excitement will help those who said they would attend actually show up.
- ✓ A sample signup form to collect email addresses and phone numbers is included in this packet.

CHOOSE SPEAKERS:

- ✓ Plan for a local leader to say a few words during the event - the president should speak, but won't be able to be at each building, so choose another local leader for each site.
- ✓ Invite a parent or community member to say a few words (2 minutes max).
- ✓ Who will invite speakers?
- ✓ What is your deadline for securing speaker commitments?

SOUND:

- ✓ Do you have a bullhorn so speakers can be heard?
- ✓ Can speakers speak loud enough without a bull horn?



15 minutes:



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COMMUNICATIONS:

Twitter and FB:

- ✓ Post info and reminders on your local's Twitter and Facebook accounts - who is responsible for this? Use the hashtag #WalkinOct6
- ✓ Encourage members to post info on their personal accounts so the event gets broadcast widely.

TAKE PHOTOS AND VIDEOS:

- ✓ Identify a few people who will take photos, even video the speakers at your walk-in.
- ✓ Email photos and videos to lzellner@oft-aft.org.

JOIN THE SOCIAL MEDIA CONVERSATION:

- ✓ Tweet by mentioning @OFTAdvocate so OFT will see and share your photos/videos that day.
- ✓ Post on FB and include @OFTunion in your post who OFT can share and like them.

CONTACT YOUR LOCAL NEWSPAPER AND RADIO STATION:

- ✓ Reporters will like this visible activity for a story. Tell them in advance and explain the event for a preview story.
- ✓ Invite reporters to attend and take photos for publication.
- ✓ Who will contact your local media?
- ✓ Who will talk with reporters - your local president?

CREATE A CALENDAR:

- ✓ Working back from the Oct. 6 walk-in date, your team can create a calendar with deadlines for various tasks to make the event successful.
- ✓ Plan team meetings to check in and make sure all tasks are on schedule or figure out how to help someone who has not been able to make progress on an assignment.
- ✓ A sample calendar is included in this packet.

REMINDERS:

- ✓ In the few days before the Oct. 6 walk-in, remind speakers who committed to participate what time and where they should arrive, and remind attendees so they do not forget to be there.
- ✓ Who is responsible for sending out reminders?

15 minutes:

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Materials:

- ✓ Signs (poster board, old recycled cardboard, markers, paint stirrers as signposts, etc).
- ✓ Copies of chants so attendees can join in.
- ✓ Copies of fliers promoting the walk-in (to hand to parents as they drop off, pick up students in the days before the walk-in).
- ✓ Do you need anything else?

WHAT DOES A WALK IN LOOK LIKE?:

- ✓ See what Toledo's walk-in events looked like earlier this year <https://youtu.be/4F05W5Yqyw8>.

QUESTIONS?:

- ✓ Talk with your OFT field rep.

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www.oft-aft.org

www.ESSAOpportunity.org

