



OSSTF Toronto

Communications and Political Action Committee

Mobilizing Our Worksites: the more the merrier!

As the battle for public education heats up, we need to build our collective power and engage our coworkers. Below is a list of small actions that members have used to motivate and inspire their coworkers to get involved in the many events taking place to protect public education.

- The workload is lighter when shared by a greater number of people. Consider forming an Action Committee (open it up beyond the Branch Executive) at your school to build leadership and make use of existing social networks.
- Send an email announcement for the event to your staff's personal email list. Invite office staff, custodians and other workers to join OSSTF Toronto members.
- Hold a branch meeting at lunch to clearly explain the purpose of the event and the importance of a good turnout.
- When you've formed your Action Committee, make a list of all the departments and staff and divvy up the list so that each committee member has a reasonable number of staff members they will have face-to-face conversations with. People are more likely to attend if they know a friend will be there, and face-to-face invitations are far more effective than unread emails (1:10 ratio of committee members to staff is recommended).
- Host a sign and banner making party at lunch (collaborate with art or media teachers)
- Decide on a meeting point at work to travel from school to the action as a group; Organize carpooling or travel together by transit.
- Plan an informal social to take place after the event to celebrate your success - we can't work all the time!
- Contact your parent council to invite parents to the event. Is a parent available to make a short speech? Can they personally invite other parents and community leaders?
- People are more likely to participate if they know that their presence will make a difference. Come up with a list of roles and invite people to share their talents. Roles might include:
 - Photographer (perfect fit for an artistic coworker)
 - Social media team to write posts throughout the event using key hashtags: #NoCutstoEducation, @FordNation, @LisaThompsonMPP
 - Outreach: speaking with the public with flyers and petitions
 - Speakers: invite teachers, parents, and community leaders to make short speeches
 - Chant leaders to keep spirits high
 - Media spokespeople
 - Other