

## OUTREACH & PETITIONING EVENT CHECKLIST

Thank you for organizing an outreach event! Below is a checklist to support your work. Please keep in mind that each outreach day looks different, depending on the number of people and your particular neighbourhood and school community. They don't have to be a huge undertaking, and can make a meaningful contribution with only 2-3 volunteers. Please don't hesitate to get in touch with questions: [hhulays@osstftoronto.ca](mailto:hhulays@osstftoronto.ca)

### 1 PRE-EVENT ORGANIZATION

Check out the event location. Consider the following:

- Is there high pedestrian traffic at the time of the event? Select a few different spots nearby to send groups of 2-3 volunteers (e.g. different corners or subway entrances)
- Is it accessible by transit? Is there parking nearby?
- Are there washrooms nearby for use?
- Are there places to seek shelter if the weather turns?



- Promote the event in person, over email and social media. Consider posting a sign-up by staff mailboxes, in the staff room or department offices
- Check the weather ahead of time for heavy rain, wind chill, etc. and postpone the event if need be
- Email Hayssam Hulays at least a week prior at [hhulays@osstftoronto.ca](mailto:hhulays@osstftoronto.ca) to get a package of event materials sent to you.
- If you expect a good turn out, consider requesting a press release to local news media. Contact Hayssam Hulays for support on this if you need it.

### 2 EVENT MATERIALS

- If interested, create your own signs with consistent messaging
- Have a smartphone/ camera on hand for photos and social media posts

### 3 AT THE EVENT

- Have someone take photos of the event \*please don't include students\*
- Take a group shot at the end of the event with signs to post to social media
- Tweet photos to @OSSTFToronto #Isupportpubliceducation
- If you can, have snacks/warm drinks for participants and submit your receipt for reimbursement



### 4 POST-EVENT

- Send an email to volunteers with photos thanking them for their contributions and letting them know about upcoming campaign events.
- Send photos and feedback to [hhulays@osstftoronto.ca](mailto:hhulays@osstftoronto.ca)
- Deliver signed petitions to Hayssam Hulays at OSSTF District 12 office in person or through TDSB board mail.





## TIPS FOR LEADING AN OUTREACH AND PETITIONING EVENT

- Assign someone who is informed and experienced to stand at the initial meeting spot to greet volunteers as they trickle in (this will likely be you). Before sending volunteers out to different corners, be sure to record their names and contact info on the volunteer sign up sheet. Space is included for phone number, email, role, and school connection(s).
- Next, share these tips for effective outreach and petitioning with your volunteers:
  - Thank you for coming out to support and defend public education!
  - When approaching people consider some of the following opening lines:

Did you know that the Ontario government is planning to cut \$1 billion from public schools? Did you know that the Ontario government has already cut \$25 million from Ontario public schools in December?

Will you sign a petition to protect our public schools?

**TIP:** avoid starting with Doug Ford. Those who voted for Doug Ford might grow defensive and tune out if they perceive you to be anti-Ford.

- While people are petitioning, ask to take photos to share on social media, and circulate to ensure that everyone has enough copies of the petition and leaflets.
- At the end of the outreach event, gather volunteers for a group photo featuring signs and flags. Post images to social media using #ISupportPublicSchools and #NoCutsToEducation and tag @fordnation, Education Minister @LisaThompsonMPP, and the MPP of the riding
- **Messaging: Keep the message focused on student well being.** Emphasise the importance of free and accessible education as a public good that benefits everyone. It's one of our most precious public resources. Our kids are worth it. Cuts will have negative impacts on student learning and supports available to students (social workers, librarians, extracurriculars, etc.). See leaflet for more info.
- Be sensitive to potential power dynamics between yourself and the people you are approaching (e.g. race, gender, income, ability, etc.). What knowledge do we have (or not have) of the neighbourhood? Let the person know about your connection to the issue. Are you a concerned teacher or parent?
- Encourage people to include their **legible** contact info so that we can keep them informed about any cuts or policy changes (e.g. class sizes, privatization, etc.). These contacts are very useful for building our solidarity campaign.

- Take 5-10 minutes to debrief with volunteers at the end. What worked well? What were some of the challenges? What did we learn about people's priorities and concerns that could inform our campaign going forward?
- Please send a copy of photos and feedback to [hhulays@osstftoronto.ca](mailto:hhulays@osstftoronto.ca)

Thank you for your work leading an outreach day  
to defend public education!