



The Employee Free Choice Act: SAMPLE CAMPAIGN PLAN

GOAL:

1. Raise awareness of the radical proposal referred to as card check
2. Provide support for candidates and incumbents opposed to card check

DRAFT PLAN:

I Catalogue Member Company Positions on Card Check

- A. First Contact with Members Include:
 1. Letter from SRA President detailing issue
 2. Primer Document
 3. Invite members to sign petition opposing Card Check

II Announce SRA Opposition to Card Check

- A. Press Release
- B. Op Ed

III Identify and Contact Candidates

- A. Who To Contact
 1. State and Federal Candidates and incumbents
Note: Contacting state candidates will help address state resolutions likely to be considered in early 2009.
- B. What to say
 1. Define your organization
 2. Describe opposition to Card Check
 3. Invite to sign pledge

IV Announce Candidate's Opposition to Card Check

- A. Press Release (coordinate with candidate)
- B. Letter to membership announcing candidate's opposition to Card Check