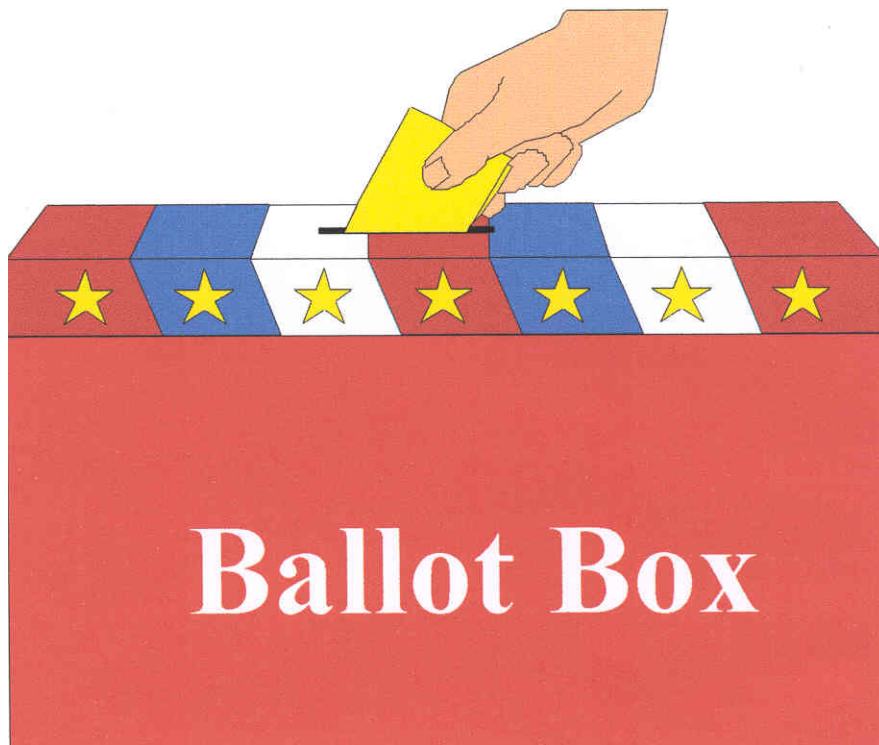


**Coalition of Labor Union Women
2008
Count to 5! Campaign**



**YOUR
VOTE
COUNTS**



2008 Count to 5! Campaign

The 2008 election presents a great opportunity to mobilize women around critical issues that impact working women and their families. Through the CLUW "Count to 5 Campaign", we will be able to turn out working women on November 4th.

Our Goal

To talk to women about working women's issues and the November 4 election and turn out 100,000 or more women.

Our Objective

To energize women in the 2008 election by contacting, one-on-one, as many women as possible at least once prior to the November 4 General Election.

Our Message

Your vote will make certain that in this Election, women will be informed and heard. We need candidates that will reflect the voice for all working women.

Suggested Ideas to conduct the Campaign:

- a. Talk to Women - One on One
 - Shop to Shop
 - House to House
 - Locker to Locker
 - Other
- b. Chartered CLUW Chapters should create a Political Action/Count to 5 Campaign Coordinator or Committee to oversee Count to 5 activities
- c. Create an issue oriented educational campaign by:
 - Distributing educational leaflets
 - Show a DVD on the subject at a meeting (every Chapter President was sent a DVD in April on health care)
 - Promote "Count to 5" with other organizations including your union, other constituency groups and supporters of our issues
- d. Create publicity and visibility
 - Contact the media and stage:
 - One rally or more if possible
 - Schedule an Action Day to publicize the campaign and distribute leaflets on any or all of the issues listed in the Reason to Vote section
 - Have a press conference
 - Write letters to the editor
 - Utilize National CLUW/Chapter websites and newsletters
 - Utilize AFL-CIO website
 - Utilize Union websites
 - Utilize e activist messages
 - Utilize new CLUW political action issue button, "*The Economy is Broke*" and the "*Union Women Vote!*" button (for buttons contact national CLUW office)

Five Steps to Count to 5! ***5 Steps = 100,000 Votes***

1. Find five...

Friends, neighbors, family members, co-workers or members of your religious institution who will commit to voting for working women's issues in the November 4 general election.

2. Record their names...

We want to count our votes. After you secure a commitment from your five supporters, record their names and phone numbers and provide a copy to the CLUW Campaign Coordinator/Chapter President by using the Here Are My Count to 5! Names Form

(Form on page 3). (Names and phone numbers will not be released to anyone other than CLUW and will not be used for any other purpose other than Count to 5 Campaign)

3. Find the method...

Are they going to vote absentee ballot? If so, help them get a ballot. Are they going to need a ride to the polls? If so, give them a ride or call the CLUW Campaign Coordinator/Chapter President to help arrange it.

4. Find the polls...

If they need help identifying their polling place, assist them by either calling their local clerk or the CLUW Chapter Campaign Coordinator/Chapter President.

5. Call your five supporters on Election Day...

After you vote on Election Day, call your five supporters and make sure they vote!

If everyone receiving this takes these five simple steps, we will be able to identify 100,000 votes before Election Day.

Five Reasons to Vote in the General Election on November 4

1. **Economic Security**...good jobs, fair and equal pay, unemployment benefits, fair trade, the right to join a union and bargain collectively (EFCA- Employee Free Choice Act)
2. **Health care**...affordable, accessible care for all, cutting prescription drug costs
3. **Education and training**...qualified teachers, strong after-school programs and smaller class sizes
4. **Social Security and Retirement**...protect Social Security, retirement savings and pensions
5. **War in Iraq**...end the costly war and bring our troops home from Iraq

(Please see www.cluw.org for information on these issues as well as the last page of this document for additional resources)

Count to 5! Form

Name:

Address/Zip:

Phone/E-Mail:

1. _____

2. _____

3. _____

4. _____

5. _____

Submitted by: _____

Please Find 5 voters and return this form to Carol Rosenblatt at National CLUW as soon as possible

Making a Contact

A contact consists of five steps:

1. Have a one-on-one conversation (use talking points)
2. Distribute issue material (especially on a particular issue of interest)
3. Ask for a commitment that they will vote on November 4th
4. Give each Contact a CLUW *Button* –
 - * *“The Economy is Broke! Together We Can Fix It”*
 - *“Union Women Vote!”*
5. Asking for volunteers for help with your chapter’s or union’s Get-Out-The-Vote activities

It is important to make every effort to do a thorough and “complete” contact each time you speak to women at your worksite, your friends, family members, etc.

Tips for Talking to Members about Politics

1. Issues come first.

Women want political action to be based on issues.

2. Women want information, not voting instructions.

Women need information on issues, voting records and other facts that will help them make up their own minds.

3. Present information credibly and objectively, especially if you need to help overcome a contact’s distrust of politics.

They trust us more than many other sources, but some women are extremely skeptical about politics. We should cite information sources.

4. Downplay partisan rhetoric and stress issues important to CLUW as an independent voice for working women and working people.

Remember - it’s about the issues that are important to all of us as union and working women.

5. We’re more effective when we address the concerns of specific women audiences, instead of relying on a “one-size-fits-all” approach.

Target specific messages to specific female audiences – African Americans, Latinos, younger or older workers, for example.

Count to 5! Talking Points

The following “talking points” will help you practice and visualize how a conversation might go. The script is intended to be a guide for your conversation and to illustrate for you a “complete” contact. Please adapt the script for your worksite and your individual conversations. Be careful not to eliminate any of the steps.

Contact Message

Hello, my name is _____ and I'd like to talk to you about something that is very important.

The Coalition of Labor Union Women (CLUW) is making a special effort to reach out to as many working women as possible to make sure they learn about the 5 issues that we feel are important to working women – **Economic Security, Health Care, Education, Social Security and Retirement, and an End to the War in Iraq.**

We also want to make sure that working women vote in the November 4 general election so their voices on these issues will be heard.

We think that if working women vote, working women will win in this election.

So I am asking you to do one thing, make a commitment to vote on November 4.

Can we Count on You?

Once you get the commitment, please follow-up to make sure they vote on Election Day and let us know who you have contacted.

Ask them to join “Count to 5!” and if they would find five friends, neighbors, family members or co-workers who support the issues above and will vote on November 4 to ensure a great voice for working women.

If they accept, ask them to record their 5 names and contact information and give a copy of this information to you or your chapter coordinator/committee.

***If necessary, please assure contacts that CLUW will not provide their name/phone number to anyone or any organization, and is for your contact purposes and our count.**

TIMELINE

CLUW Count to 5!

August 15	Count to 5! Campaign Material sent to CLUW membership.
August 16- September 15	Chapter Presidents appoint a Coordinator and/or Political Action/Count to 5 Committee. Every CLUW member is to reach out and contact 5 working women. Ask activists and supporters to become part of the campaign and to reach out to 5 more women.
September 16 – October 1	Create educational campaign.
October 2 – 15	Contact your 5 women. Coordinate thru chapter president or chapter Count to 5 Coordinator where applicable. Do they need an absentee ballot or a ride to the polls? Do they know where their polling place is – if not follow up for them.
October 16-30	Create visibility and publicity campaign.
October 31-November 4	GOTV Phone Calls to your Count to 5! contacts. Make sure they are all set to vote and provide assistance where necessary.
November 4	Election Day!
November 4-10	*Post Election Day Call to Contacts to make sure they voted.
November 14	Chapters or Members (see note below) turn in GOTV Tracking Forms to National CLUW Office.

NOTE: Where no chapter is involved – CLUW members should send in their individual forms.

(Please see www.cluw.org for Election voting information and deadlines by state)

COUNT to 5 RESOURCE LINKS FOR ADDITIONAL INFORMATION ON ISSUES

Health Care

AFL-CIO

<http://www.aflcio.org/issues/healthcare/>

Social Security

National Committee to Preserve Social Security

<http://www.ncpssm.org/>

Alliance for Retired Americans

<http://www.retiredamericans.org/ht/d/ArticleDetails/i/1514>

Equal Pay

National Committee on Pay Equity

<http://www.pay-equity.org/>

The Economy

Workers Independent News

<http://www.laborradio.org/taxonomy/term/39>

Fair Trade and Jobs

Solidarity Center

<http://www.solidaritycenter.org/content.asp?contentid=414>

International Labor Rights Forum

<http://www.laborrights.org/>

United Steelworkers

<http://www.usw.org>

AFL-CIO

<http://www.aflcio.org/issues/jobseconomy/globaleconomy/>

The Employee Free Choice Act

AFL-CIO

<http://www.aflcio.org/joinaunion/voiceatwork/efca/>

Energy

Campaign for America's Future

<http://www.ourfuture.org/energy>

Education

AFT

<http://www.aft.org/topics/index.htm>

The War in Iraq

U.S. Labor Against the War

<http://www.uslaboragainstar.org>

