

## CAMPAIGN STAGES

### List Building

Goals	<input type="checkbox"/> Speed <input type="checkbox"/> Get THE list (the one that has names, addresses, etc.) <input type="checkbox"/> Stay underground
Discussion Questions	1. You know no one at a given hospital – what are the tactics to get the list that you use now? 2. Who has access to THE list?
Best Practices	<input checked="" type="checkbox"/> Network through the membership <input checked="" type="checkbox"/> Use surveys to gauge support without tipping off the boss <input checked="" type="checkbox"/> Steal steal steal <input checked="" type="checkbox"/> Cultivate relationships with certain groups – evening shift housekeeping, mailroom, PBX, etc.

### OC Building

Goals	<input type="checkbox"/> Speed <input type="checkbox"/> Natural leaders <input type="checkbox"/> Coverage <input type="checkbox"/> Begin crafting the story/message of the campaign <input type="checkbox"/> Understand department dynamics
Discussion Questions	1. What is the initial ask that OC makes of potential OC? (Get to a meeting, set up 1 on 1 with organizer, etc.) 2. How do the following departments differ in structure and daily work, and how does that affect organizing: Respiratory, Pharmacy, OR, Radiology
Best Practices	<input checked="" type="checkbox"/> OC should ask potential OC for phone numbers only. It's fastest. <input checked="" type="checkbox"/> Respiratory, housekeeping get around, and are good for outreach. OR, dietary, are isolated and polarize quickly. Pharmacy is led by professional unit, as is Lab. Radiology rarely has a leadership structure, so is frequently organizer-driven. <input checked="" type="checkbox"/> Pile-on: After setting a one-on-one meeting with Jane, get Mary to go to that meeting. Then call Jane back, and let her know Mary's coming – it will increase the chances of Jane showing up. <input checked="" type="checkbox"/> If you have a live-wire, use them as Super OC to help with one-on-ones, etc. <input checked="" type="checkbox"/> Waiting is BAD – organizers should make assignments happen NOW. <input checked="" type="checkbox"/> Ask <u>everyone</u> who the leaders are (vary the phrasing, but ask repeatedly).

### OC Training and Card Launch

Goals	<input type="checkbox"/> Big <input type="checkbox"/> Institute discipline
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