

January 20, 2004



Fight for the Future Let's Get Started



SEIU Members Want Info. According to a national poll in August 2003...

- Only 16% have heard much from the union about Bush's actions...
- But nearly 2/3 would pay attention to information about President Bush's record on issues.

Member-to-Member Contact at Work. Proven as most effective method
Margin of Gore Victory **36%**. SEIU members, little or no worksite contact.

Member-to-Member Contact at Work. Proven as most effective method
Margin of Gore Victory **53%**. Members contacted at worksite by steward or other member.

Connect to Issues Members Already Care About. Affordable Health Care? By standing together in our union we have protected our health benefits. But actions by President Bush have made the health care crisis even worse...

Ask Members to Do Their Part So We'll All Be Stronger. Do Your Part to Stand Up for the Staffing to Do the Job Right. Want action to require the staffing we need to do the job right? If we all do our part by registering to vote and contributing to our political action fund, we'll have the strength to...

Key: Member Political Organizers (MPOs). But to do that costs \$...for materials, lost time, travel, and other expenses.

Our Challenge...

- Find and train volunteers
- Reach every member at work to register, contribute to COPE, and be an informed voter
- Raise at least \$20 per member

Reach every family member

Building Our Capacity to Win

- Use petitions, post card campaigns, or other actions to get members involved
- Use every meeting of any kind
- Use phone calls when work-site contact is impossible (for example: home care)
- Organize members to attend candidate forums, rallies, and other events