





# 10 minute

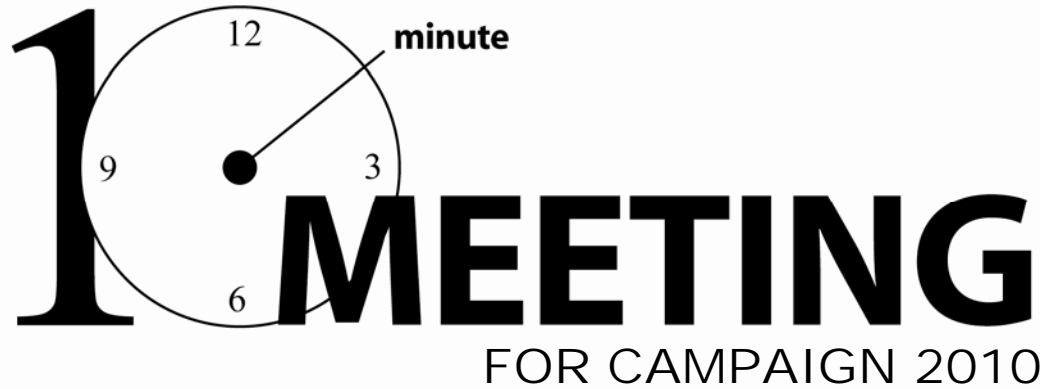
## PLANNING YOUR MEETING

### FOR CAMPAIGN 2010

<i>Time</i>	<i>Agenda Category</i>	<i>Topic</i>	<i>Rationale</i>
2 minutes: (minutes 1 – 2)	A. Intro	Play 1-minute snippet of Jerry Brown's address to the June State Council (see link at bottom of page)* OR Share the Brown vs. Whitman Flyer	Members need to see why this race matters and how powerful an advocate Jerry Brown will be.
2 minutes: (minutes 2-4)	B. Overview- other issues on the ballot  <i>* Be sure to handout flyers of CTA recommendations on all candidates and initiatives.</i>	<b>Tom Torlakson</b> for State Superintendent of Public Instruction <b>YES on Prop 24: Tax Fairness Act</b> <b>YES on Prop 25: Passing the Budget On Time Act of 2010</b> <b>Barbara Boxer</b> for U.S. Senate Local recommended legislative candidates Local recommended school board candidates and measures	We're keeping members informed. The statewide and local context of the Association's efforts help members feel that time spent is worthwhile.
2 minutes (minutes 4-6)	B: Our Hot Issues	At stake in this election is protecting and funding public education, a secure retirement, collective bargaining and educator rights, and promoting tax fairness!	We need to show members how their interests and concerns, as well as local bargaining issues will be affected by this election.
3 minutes (minutes 6-9)	C: What is needed	Intro Canvassing Cards. Emphasize importance of talking with ALL our members about what's at stake and getting their commitment to support recommended candidates & issues.	This will need to be followed up with a personal request for their support via phone or face-to-face.
1 minute: (minute 10)	D: A Success Story	Pick a local, state, or organizing success story to help illustrate the importance of getting involved: "We're having great success in this area, or, we're optimistic in this area – thanks to YOUR efforts. Keep up the good work."	Praise. Encourage. Inspire. Nourish the members. Develop a sense of optimism and team spirit. Personal contact builds confidence.

"Time's up! We told you we could do it in 10 minutes!  
Don't forget to leave your questions and suggestions at the door."

*\*Link to Jerry Brown 1-minute snippet of State Council Address:  
<http://www.facebook.com/video/video.php?v=1499673173394&ref=mf>  
For a DVD of the complete Jerry Brown address (30-min) e-mail [jortiz@cta.org](mailto:jortiz@cta.org)*



# ASSOCIATION MEETING

Insert Date

10 minutes! You don't believe it?  
Then bring along your stop watch.

Your Association needs your ideas!  
We're trying to keep you informed!

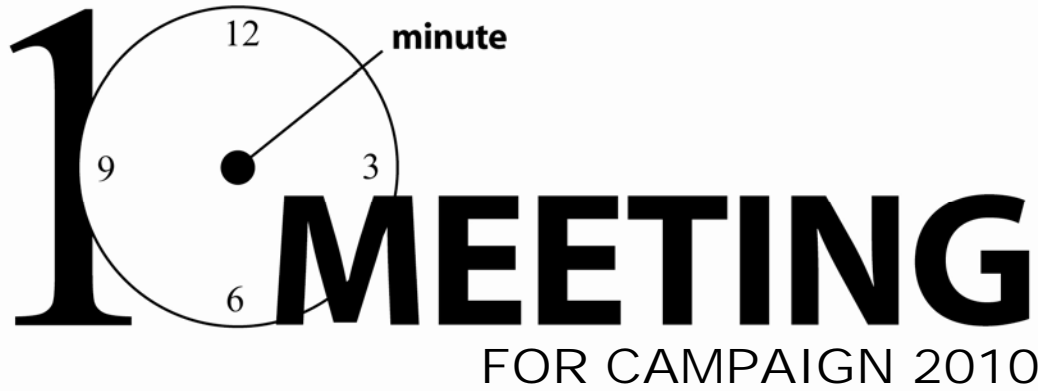
Remember, only 10 minutes!

**We begin at (time)**\_\_\_\_\_ **sharp**

**We meet at (place)**\_\_\_\_\_

**We end at (time)**\_\_\_\_\_ **sharp**

Honest, it really is a 10-minute meeting on  
(Insert Day)!



# Agenda

- A. Important issues in this upcoming election (4 minutes)
- B. Why this election is important to us here in \_\_\_\_\_ (2 minutes)
- C. What can each of us do to help win (3 minutes)
- D. An association victory you should be proud of (1 minute)

Time's Up! We told you we could do it in 10-minutes!

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Don't forget to leave your questions and suggestions at the door!

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Name: \_\_\_\_\_