

Local Fight Back Plan

The battle plan must start with communication.

❖ Communication

- Immediate notifications of District Vice Presidents, State President & IAFF VP
- Meeting to discuss situation and assess locals needs
- Establish head quarters - if you do not have a union hall you may be able to reach out to another local union

❖ Political Plan

- Secure support from local and statewide politicians
- Work to educate on issues

❖ PR Campaign

- You should already have information on hand from PR checklist, and involved in ongoing PR activities
- Have contact for union lawn signs, T-Shirts, voter registration lists
- Establish contact with IAFF Communication Division and utilize resources
- When attending public meetings remember to have all members act professionally. Make sure the public is comfortable standing alongside you and lending support .

❖ Legal

- Identify all legal ramifications related to issue
- Engage local and IAFF attorneys
- EDF Loans, Fight Back & Guardian Grant money

❖ Social Media

- Use all available outlets to get message across, engage the public
- Utilize AFL-CIO for messaging and support from all other surrounding unions

❖ IAFF Resources

- Voter lists
- IAFF service rep should be utilized immediately to aid in correspondence between the local and IAFF District VP

An individual member should be appointed to chair each of the following Committees

Main Contact - Should be local President, responsible for coordinating all activity within local communicating with State and IAFF. Establish local command team and assign task leaders for the following:

- ❖ Secretary
 - Work with main contact to establish written notes of all actions and correspondence. Keep accurate record of all correspondence, use email as much as possible. Track commitments and provide a reminder to follow up.

- ❖ Treasurer
 - Keep separate detailed account of money spent on all activities related to issue
 - Target areas of concern if needed

- ❖ Media Contact
 - Communicate with TV and Newspaper reporters
 - Again, local President recommended

- ❖ Social Media Director
 - Responsible for keeping issue and related supporting information on Facebook, Twitter and website

- ❖ Operations
 - Works with Treasurer to provide all necessary items such as t-shirts, lawn signs and informational mailers