

# HOW TO ORGANIZE A WALK-IN CHECKLIST

*Use this checklist to help plan your event.*

- Choose a visible location to meet in the morning before school for each building where you will hold a walk-in.
- Ask a member(s) to lead each building site. You'll need an emcee for each event.
  - Secure a bullhorn or microphone for each event.
- Create an agenda. Keep it to 15 minutes or less. The emcee should be prepared to get everyone's attention and run the agenda.
  - *Specific to Red For Ed Action Day Nov. 19: Ask members who won't be attending the Red For Ed Action Day to emcee.*
- Have at least one speaker who thanks everyone for attending and tells their Red For Ed story in which they include ISTA's priorities.
  - **Invest budget surplus in teacher compensation.**
  - **Hold students, teachers and communities harmless from ILEARN.**
  - **Repeal PGP/externship requirements.**

Speakers may include members, administrators, school board members, parents, other community members and/or legislators.

*Reminder for Nov. 19: Legislators will be in Indianapolis.*

At the end of your agenda, walk in together.

- Arrange for your meeting time and agenda to work with your contract time, so members complete all tasks on your agenda and are inside by the time your contractual day begins.
- Contact your superintendent to inform him or her of your plans and invite him or her to participate.
- Promote the event!
- Invite people in person. It's the most effective way to persuade them to join you. Also, contact members via email, text and social media.
- Invite community members, parents, administration and your school board.
- Remind everyone to wear **red**.



Encourage attendees to make signs with Red For Ed messages.

- Keep comments positive.
- Take photos of the most creative signs for your social media.
- Let community members know where they should park.
- In some areas, administration has been willing to encourage students to wear red on those days as well in support of public education.
- Invite local media to attend. If you are a larger local, you will want to invite the media to one of your larger sites and let them know that you will share photos from the other buildings.
- Designate members to speak to reporters and ask them to encourage others to as well.
  - *Some members are unsure about speaking to the media. Reporters want to hear from you. They don't need you to quote all the facts and figures about funding. Simply tell your story. Why do you care about this movement? How does the lack of adequate public-school funding and pay impact you and your students?*
- Designate a member at each site to be a photographer and post the photos to social media with the appropriate hashtags.

On the day of your event:

- Thank everyone who attends.
- Take photos to post to social media with the hashtags #RedForEd and #IamISTA. Be sure to tag @ISTAmembers on social media.
- If media cannot attend, follow up and send photos with a brief description of the event and the points that the speakers made. Include the contact information for the speakers and a few members in attendance so that they can be interviewed by phone or email.
- Write thank you notes to any administrators, school board members, legislators or prominent community members who attended.

