

HOW TO HOST A WALK-IN

RED FOR ED ACTION



Who to invite?
Members, ISTA officers, potential members, administrators, school board members, elected officials, parents and community members. Inform superintendent of your plans and invite their participation.

Coordinate work sites and highly visible locations at each work site. Select work site leaders who can attend and emcee.



Build an agenda. Keep program to 15 minutes. Have speakers pre-selected and ready to share their Red For Ed story. Arrange meeting time to avoid conflicts with your contract time.



Promote your walk-in. Make one-on-one asks. Use association representatives to spread the word. Build Facebook event. Leverage social media word-of-mouth.



Wear red. Make signs
- stay positive.

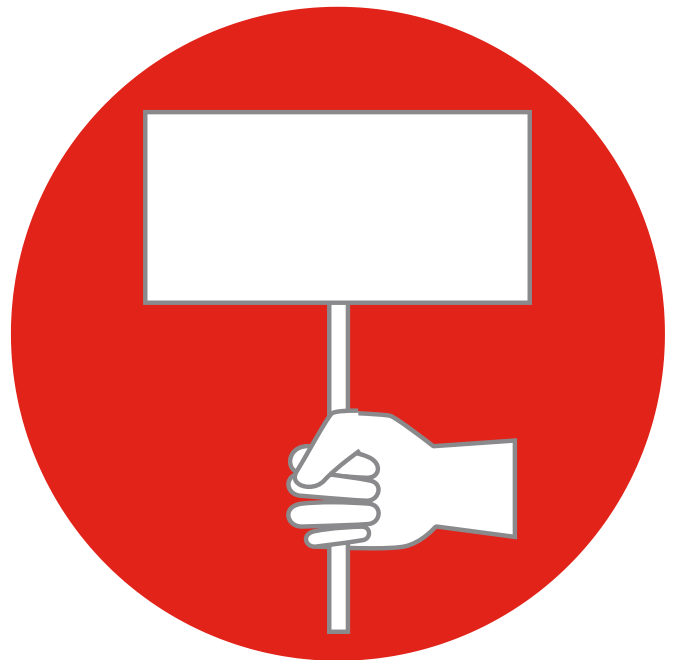


Invite local media to attend and talk with members. Designate members as those who will speak to media. They should be prepared to tell their story -they don't need to know facts and figures, just how the lack of funding impacts them and their students.



On the day of your walk-in:

- Walk into your work site united!
Raise your voices! Have fun!
- Have a megaphone or microphone prepared if large group.
- Thank attendees.
- Take photos and post to social media. Use #RedForED and #IamISTA. Tag ISTA.
- Write thank you notes to administrators, school board members and legislators who attended.



**For more Red For Ed
ideas and materials, visit
InvestInEducationIN.org.**