



# TOOL KIT

Pennsylvania Wants to Work  
“Week of Action”

September 7-14,  
2013

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## **TABLE OF CONTENTS**

## **Page**

Background and Overview	1
Commitment Registration	2
Project Ideas and Potential Partners	3
Volunteer Recruitment	4
Tips	6
Checklist	7
Reporting	8
<i>Messaging and Communication</i>	
Who are the Unemployed	9
Talking Points	11
Social Media	12
Media Advisory	13
Press Release	14
Flyer	15
Planning Template	16
Liability Waiver/Release Form	19

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## **BACKGROUND AND OVERVIEW**

**The Pennsylvania Wants to Work “Week of Action”** is a statewide Community Services Project to mobilize union members and the community to help the unemployed and the agencies and programs that support and advocate for them to make it through these tough economic times. Throughout Pennsylvania Community Services Projects will be coordinated by Central Labor Councils, Local Unions, Community Services Liaisons and Community Services Committees to fortify community efforts to provide support for families that need our support and the agencies they rely on to survive.

**The Pennsylvania AFL-CIO** has always stood up for unemployed workers. The state federation has fought for good public policy by lobbying in Harrisburg and Washington for support systems, job training, job creation and other policies to benefit working families. When plants have closed the state federation has fought to find ways to save the jobs. Also, the network of AFL-CIO Community Services Staff connected to local United Ways has stepped in to provide information and facilitate access to programs and services to help workers in transition.

The current jobs crisis has called for more action. This years’ “Week of Action” is being planned around Labor Day. After all, Labor Day is the creation of the labor movement and is dedicated to the social and economic achievements of American workers. It is the hope of many that America’s currently unemployed workers will, once again, find employment in this tough economic environment. A working America is a strong America. So, let’s bring back the original significance of this historic holiday and get Americans back to work and demand rights for all workers. The Pennsylvania AFL-CIO and its Community Services Team has been reaching out to and supporting unemployed families since its inception, but more needs to be done.

# PENNSYLVANIA WANTS TO WORK “WEEK OF ACTION”

September 7-14, 2013

## COMMITMENT REGISTRATION

Join us this September by making a commitment now.

We don't just talk the talk – **WE TAKE ACTION!**

**Will your organization participate in the  
Pennsylvania AFL-CIO Week of Action?**

-----  
**Yes, count us in.**

**We want to get involved in:**

- ☐ Helping an agency that helps the unemployed.
- ☐ Helping an agency that helps unemployed veterans.
- ☐ Helping a Food Bank or Food Pantry.
- ☐ Haven't decided
- ☐ Other \_\_\_\_\_

**What agency or other community partners will you work with?**

\_\_\_\_\_  
**Please provide any web or social media links for your “Week of Action” activity:**

Website \_\_\_\_\_ Facebook \_\_\_\_\_ Twitter \_\_\_\_\_

**Let us know who you are:**

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Email address \_\_\_\_\_

Phone number \_\_\_\_\_

(Email to Carl Dillinger, [cdillinger@paafcio.org](mailto:cdillinger@paafcio.org) or fax to 717-231-2865)

# **PENNSYLVANIA WANTS TO WORK WEEK OF ACTION**

**September 7-14, 2013**

## **PROJECT IDEAS and POTENTIAL AGENCY PARTNERS**

Labor Day signifies the last days of summer, and with this comes the need for us to help out our neighbors and others in the community in the coming months. There should be opportunities to plug into good projects surrounding Labor Day that will help unemployed workers.

Check with your nearest AFL-CIO Community Services Liaison for guidance and support. If you don't have a liaison in your area, check with the United Way at <http://www.unitedway.org/take-action/volunteer> and type in your zip code on the top right hand corner of the page. They will know agencies that help unemployed workers and may have already identified some that need volunteers on the Pennsylvania Wants to Work Week of Action.

Food Banks and Food Pantries will be preparing and distributing meals for those in need, including unemployed workers.

Habitat for Humanity builds and repairs houses using volunteer labor and donations.

Local veterans groups and agencies that serve unemployed veterans such as AMVETS, American Legion, VFW, etc.

The Salvation Army, Catholic Social Services, Family Social Services and others help the unemployed.

Consider social clubs, fire halls, Moose, Elks, etc. that may have projects focused on the unemployed.

Your union or other local unions may have unemployed members that need help with clean-up or another project around the house. There may be members that were affected by a local storm, flood or fire.

Your area may have advocacy organizations that seek to strengthen programs and services for unemployed workers or provide legal services to unemployed families. Most agencies and organizations have needs at their facilities. Find out who they are.

Ask around. Bring it up at a Central Labor Council or Local Union meeting. We have plenty of unemployed members that are having a tough time.

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## **VOLUNTEER RECRUITMENT**

**Recruitment starts with leadership buy in.** The Central Labor Council and local union leadership need to endorse and support this effort to help unemployed working families and agencies and organizations that care about them. September 7-14 was selected for the Week of Action because it surrounds the Labor Day holiday. Get leadership buy in and recruit volunteers using Labor Day Activities. Community Services is an opportunity to participate in a week of service and action to put food on a table, a roof over a family's head or help a service or program that helps the unemployed. It is also an opportunity to deliver our message that unemployment is unacceptable at these high rates and the government must act to support the unemployed and enact policies to create good family sustaining jobs, bring jobs home and build the middle class in America.

**Ask!** The key to recruiting volunteers is that you must ask, face to face if possible. Of course send emails, announce at meetings, circulate sign-up sheets, post on your website, pass out flyers, use the union bulletin board and use all the methods you can. But asking face to face is the best way to recruit volunteers. Get help from a few people you can count on. Make a list of your potential volunteers, divide the list, and start to ask people to help. Make sure the volunteers know the details, what the job is, when it starts and ends, what they need to wear and what will be provided. Ask them to wear their union shirts and hats or provide union branded shirts for the event in appreciation for their participation.

**Create competition.** Keep a running list of volunteers committed from each union and announce it at meetings, post it on your website and social media. Decide on some kind of special recognition after the Week of Action for the union with the most volunteers. Always give special thanks to the leaders of unions that help the most.

**Use social media.** You and your committee can get traction for the project by posting it on the union or CLC Facebook page, Website, and Twitter as well as your personal social media accounts.

**Don't forget the unemployed.** This Week of Action is an effort to highlight the plight of unemployed workers. Ask unemployed members and their families to join with other members and the community to help those that need it most and the agencies that support them. We all have friends and family that have been impacted by the recession. They don't need to be union members to participate in the Pennsylvania Wants to Work Week of Action.

**Take your sign-up sheet anywhere there are people.** Union meetings, community meetings, Labor Walks, Labor Phone Banks, church and any opportunity where people get together is a chance to get someone else involved in a good cause. ASK!

**Make your case.** This is a good cause! If you believe in what you are doing others will know. Be righteous about the hardship working families have endured and the need for all of us to work together to help. Use talking points and facts and figures to make your case, but your enthusiasm and commitment will be the most powerful and persuasive tool.

**Keep a good list of volunteer commitments.** Make sure you have their contact information, including email and cell phone. Also find out if they have any special needs, like physical accommodations or food restrictions, so there are no problems the day of the event.

**Confirm their participation.** Within the week of the event, confirm their commitment to the project. Use email if you want, but a call or face to face is best. An email reminder the day before the event will help make sure everyone who has volunteered will show up. Remind them to wear their union colors (hats, shirts, jackets).

**Say thank you!** You will never say thank you enough. Thank your volunteers for listening, when they say yes, at meetings (before and after the event), in the newsletter, on the website, on Facebook, when they show up, when they leave, in an email and any chance you get. A personal note or card sent in the mail after the event is a powerful expression of appreciation and will make a real difference the next time you ask for volunteers.

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

**September 7-14, 2013**

## **TIPS**

- Make a plan early. Be as detailed as you can. Use the planning template in this toolkit.
- The objectives are:
  - To help unemployed workers and the agencies that provide needed services
  - To engage unemployed workers with unions and the community
  - To highlight the hardships of unemployed working families
  - To call on elected officials to act for the needs of workers and for family sustaining jobs
- If possible participate in Central Labor Council activity. We will have a bigger project or projects to get more done and get more support for unemployed workers.
- Ask your union and/or CLC to endorse your project.
- Work with your nearest AFL-CIO Community Services Liaison. They can help guide and support you in your work. AFL-CIO Community Services Liaisons can be found at [http://www.paaflcio.org/?page\\_id=742](http://www.paaflcio.org/?page_id=742)
- Identify community partners/agencies with expertise in the kind of work you want to do. Plugging into an existing operation is more effective than starting something new.
- Get volunteer commitments. Make sure to keep a list, let them know they are on the list and let them know unemployed workers are counting on them.
- Post your project on your CLC/union website, Facebook and Twitter. Ask members to post it on their pages too.
- Make sure volunteer needs are addressed. Food, refreshments, breaks, and other essentials should be provided and special needs should be accommodated as a priority.
- Name a coordinator to deal with volunteers and agency contacts, problems and overall supervision of the project.



# **PENNSYLVANIA WANTS TO WORK WEEK OF ACTION**

**September 7-14, 2013**

## **BEFORE THE EVENT CHECKLIST**

- Press Advisory sent to the media (date of event)
- Coordinator confirmed and prepared
- Volunteers confirmed and informed of details (time, place, proper dress, wear union hats, shirts, jackets, etc.)
- Agency confirmed (date, time # of volunteers, coordinator, etc.)
- Parking accommodations arranged
- Press Release prepared, copies on hand
- Photographer arranged
- Food and refreshments arranged (for arrival, breaks and lunch)
- Any transportation needs arranged
- Any tools, equipment, supplies, etc. arranged
- Union spokesperson recruited
- Agency spokesperson recruited

## **AFTER THE EVENT CHECKLIST**

- Clean up event site as necessary
- Volunteers thanked verbally and by email, letter, others
- Press release sent to media (not in attendance at the event) with pictures
- Send links to press coverage to [editor@paaficio.org](mailto:editor@paaficio.org) and [wfischer@aflcio.org](mailto:wfischer@aflcio.org)
- Thank you requested from agency(ies)
- Volunteers recognized at meetings, in newsletter, on website, etc.
- Feedback requested from volunteers
- Report filed with Pennsylvania AFL-CIO
- Report provided to the CLC/Local Union

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## REPORTING

The Pennsylvania AFL-CIO will be covering local events for our website, newsletters and blog posts. We need your information and pictures to accurately report your activity. Please complete the following information and email to [cdillinger@paaficio.org](mailto:cdillinger@paaficio.org) or fax to 717-231-2865

CLC/Local Union \_\_\_\_\_

Contact: Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Project Description \_\_\_\_\_

\_\_\_\_\_

Partner agency(ies) \_\_\_\_\_

\_\_\_\_\_

Number of Volunteers \_\_\_\_\_

Number of Unions Participating \_\_\_\_\_

What press outlets provided coverage? \_\_\_\_\_

\_\_\_\_\_

Was the event posted on Facebook, Twitter, website, etc. Please provide links.

\_\_\_\_\_

\_\_\_\_\_

Please send pictures to [editor@paaficio.org](mailto:editor@paaficio.org). Pick out a few good pictures and identify who is in the picture (name and union) and describe what they are doing. Action pictures of people working on the project are best. You should get permission from those in the picture before sharing it with us. (See Pg. 19 for Liability Waiver/Release Form)

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## Who are Pennsylvania's Unemployed?\*

- ***As of March 2013, there are 486,344 unemployed residents in Pennsylvania—an unemployment rate of 7.9%***
  - While the statewide unemployment rate has been slowly improving (down from a high of 8.7% in February of 2010), the figures alone can be misleading. The unemployment rate does not account for people who have dropped out of the labor force after exhausting their unemployment benefits, nor does it account for the “underemployed”—those who are working part-time but seeking full-time work.
- ***59% of Pennsylvania's Unemployed are 54 years of age or older***
  - Statistics show that age discrimination was the largest barrier to finding a job. While age discrimination is illegal, many applicants are being asked by employers when they graduated high school as a way around asking their age. Oftentimes, they are told that they are “overqualified” when being discriminated against.
- ***96% of the unemployed in Pennsylvania have at least a high school education, while 43% have an Associate's Degree or beyond***
  - Despite their education, recent high school and college graduates are told that they are “under qualified” or don't have enough experience when applying for a job. While the unemployment rate for college graduates is lower than it is for the rest of the population, having a degree is not a guarantee for employment.
- ***Of the Pennsylvania residents currently looking for work, 89% have been unemployed for six months or longer***
  - Nationally, the average length of unemployment is 40 weeks, or about 9 months.

- ***70% of the recently unemployed took between six months and two years to find full-time work***
  - In addition to age discrimination and not having enough experience, there are many barriers to re-employment that the unemployed face. Many employers now run a credit check on applicants, many of whom have struggled financially due to unemployment. The most prevalent form of discrimination that the unemployed face, however, is not having a job in the first place. Half of our survey respondents cited being unemployed as their largest obstacle when applying for a job. Many employers now specify in job listings that the “Unemployed Need Not Apply” to limit the number of applications submitted.
- ***In Pennsylvania, there are 4 to 5 unemployed people for every job opening***
  - Many employers are overwhelmed by the number of applicants for each opening. One focus group participant shared the following interview story with us:

*“I recently went for a job with a Fortune 500 company, and he told me he was going to take all the job applicants, put them on his dining room table, sort them around and just pick a couple at random. And that is how he was going to do it.”*

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## TALKING POINTS

- The Pennsylvania Wants to Work Week of Action is a statewide effort to mobilize working families, neighbors, friends and unemployed workers to put “boots on the ground” to help programs and services that are struggling to keep up with the needs of unemployed families.
- Unions have a long history of Community Service. The oldest tradition of early unions was to pass the hat to help each other and our neighbors. We are here today, in that tradition, to support the (name of the agency) which provides (type of assistance) to unemployed families.
- The solutions are political. BUT until policies are enacted to bring jobs home, rebuild our infrastructure and invest in job creating programs that provide family sustaining jobs for the future, WE must act. Pennsylvania Wants to Work Week of Action is about supporting the unemployed and the agencies and programs in our community that provide the help they desperately need.
- Most of us are fortunate that we have jobs, but many of us that are here today have been unemployed before and we understand the hardships and difficulties that families face.
- The needs of unemployed workers have grown while funding for the services have been cut and the ability to raise contributions to keep these programs alive is harder.
- We came together today as a group with the help of (names of local unions) and the (name of AFL-CIO Central Labor Council) to take action by volunteering our time and efforts to help our friends and neighbors.

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## **SOCIAL MEDIA**

*Before September 7, 2013*

- Create A Facebook Event with Week of Action specifics
- Explain why this action is important on the event page (pictures, talking points)
- Use Local Leadership to promote event online via Facebook, Twitter, email
- Use Volunteers to Share Event Page – Post Friend-to-Friend publicly asking for commitment
- Post event details to local media Facebook pages (Pennlive, Philly.com, Local TV stations)
- Spread Facebook Event URL everywhere (websites, blogs, Twitter, nonprofit organizations, religious organizations)
- Use Event Flyer as profile picture for Local Leadership, Friends, and Participants
- There should be at least 10 updates during August/September before the action. (Message Inbox Updates, Photo Posts, Switching Profile/Cover Picture to Event Flyer, Confirming those attending, Friend-to-Friend Post, Facebook Chat invites, Media, Leadership, Email Blast, and a final push to have participants share event)

*During the Event*

- Take Pictures, Post Pictures, Get your Picture taken by someone else
- Make status updates of the details of your event (Time, Location, Who will be there with you)
- Change Profile Picture/Cover to Event flyer
- After personally thanking participants, post a thank you on their wall publicly, and post general thank you to all volunteers on the events page
- Facebook Friend every attending participant to create a list of your go-to volunteers. This list will help with future actions.

(Print on your union letterhead)

## **MEDIA ADVISORY**

Media Advisory for: (Day, and Date)

Contact: (Name and Phone Number)

### **Union Workers and Community Members Will Be (Description of Activity) at the (Name of the Agency) to help Unemployed Workers**

Members of area unions will join their neighbors in helping at the (Name of the Agency) which provides (Type of Assistance) to unemployed working families in (name of city town or municipality). The workers will be (description of activity) in support of the agency's mission to provide (examples: food, clothing shelter, energy assistance, etc.) to help unemployed working families. The event will be held on (day of week, date of event) at (Time and Place: name of agency and address).

Although the economy and the labor market are showing signs of improvement there are still four or five unemployed workers for every job opening in the Pennsylvania. Approximately 34 percent of unemployed Pennsylvanians have exhausted their unemployment checks, while 29 percent of unemployed workers have never received any unemployment benefits.

This event is part of a statewide week of action being carried out by union members as part of the Pennsylvania AFL-CIO's "Pennsylvania Wants to Work Week of Action" campaign to provide assistance to working families hard hit by the recession and to encourage elected officials to increase support for area human service agencies and to prioritize job creation and protection.

(Print on union letterhead)

**PRESS RELEASE**

For Immediate Release: (Day, and Date)

Contact: (Name, Title and phone)

**Union Volunteers (description of activity) in Support of (name of agency's) Efforts  
In helping Unemployed Families**

**(Location of Activity)**: Members of area unions came together with other community volunteers today in providing help to unemployed workers at the (name of agency). The (name of agency) helps unemployed workers and their families by providing (description of services). The union volunteers (description of activity) in support of the agencies programs and services to workers and their families in the (name of city town or municipality).

(Quote from spokesperson: example) "Our unions have a very strong tradition of helping and supporting not only our union workers but all workers who need help in our communities whether it is feeding their families, paying the rent or the mortgage, or energy assistance to heat their homes," said (name and title of spokesperson).

"Our unions also support the United Way Campaign drive through the area AFL-CIO/ United Way partnership which helps provide support and funding to agencies like (name of agency) as well as many other programs here in (name of city town or municipality). We're taking another opportunity today to give back to the community and to show how much we care about our neighbors and our communities," (he or she) said.

Today's event is one of many similar events being carried out by unions and their members all across the Keystone state as part of the Pennsylvania Wants to Work Week of Action, organized by the Pennsylvania AFL-CIO in conjunction with AFL-CIO Central Labor Councils and Local Unions. Union members and their families are being encouraged to lend a hand in supporting human service agencies across the state who deliver assistance to the unemployed workers in their communities.

The events are also designed to draw attention to the need by state and federal elected officials to support additional funds not more budget cuts to human service agencies that provide assistance to families and communities and to prioritize and concentrate on real job creation policies not trickle down gimmicks.

-30-





**Come out to help unemployed workers**  
during our  
**Pennsylvania Wants to Work**

**“Week of Action”**  
**SEPTEMBER 7-14,**  
**2013**

**Sponsored by:**

**Event Time:**

**Event Place:**

**Contact:**

# PENNSYLVANIA WANTS TO WORK WEEK OF ACTION

September 7-14, 2013

## PLANNING TEMPLATE

Local Union or CLC sponsor:

---

Contact information:

- Name

---

- Town/City

---

- Union or CLC

---

- Email

---

- Phone

---

- Cell

---

Project Description: \_\_\_\_\_

---

---

---

---

---

Agencies you are working with:

---

---

---

Number of Volunteers (targeted):

---

### Recruitment Plan:

- How will members be recruited? (check off)
  - Meetings
  - Mailing
  - Email
  - Phone calls
  - Flyers
  - Web page
  - Facebook
  - Twitter
  - Labor Day Events 2013
  - Other \_\_\_\_\_
- Tell us how you will confirm participation with volunteers including start time, end time, appropriate dress (plus union hats, shirts, jackets), supplies needed, coordinators name and contact number, assignments, etc.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- How will you remind them the week of the event?  
\_\_\_\_\_

### Event Plan:

- Start time \_\_\_\_\_ End time \_\_\_\_\_
- What food and drink will be provided? (coffee, doughnuts, lunch, cold drinks, etc.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Who is the on-site coordinator \_\_\_\_\_

- Spokesperson for Media \_\_\_\_\_

- What is the plan in case of an emergency – health/accident or other

---



---



---

- Who will take pictures?

---

#### Publicity Plan:

- Develop a press list for sending advisories, press releases and follow up calls to the media? Ask your Community Services Liaison or the United Way for help or call Jim Deegan at 717-231-2867.
- Send a press advisory in September
- Recruit a designated spokesperson to speak to the press. Ask the agency to also supply a spokesperson.
- Have a Press Release on the day of the event
- Send the Press Release immediately after the event with pictures
- Issue a blog post to [editor@paaficio.org](mailto:editor@paaficio.org) and Will Fischer [wfischer@aficio.org](mailto:wfischer@aficio.org)
- Post to Facebook and Twitter during and after the event
- Post on CLC/union website
- Notify national/international unions involved
- Ask agency for a press release and to post the event on their website

How will you thank the volunteers and unions that participated? (check all that apply)

- ☐ Email
- ☐ Letter
- ☐ Certificate
- ☐ List on website, newsletter, etc.
- ☐ Other

---

## **Liability Waiver/Release Form**

**Please complete and return by:** \_\_\_\_\_

**UNION/LOCAL:** \_\_\_\_\_ **VOLUNTEER NAME:** \_\_\_\_\_

**VETERAN?** ☐ Yes ☐ No **EMPLOYED?** ☐ Yes ☐ No

**CELL PHONE:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**IN CASE OF EMERGENCY, NOTIFY:** \_\_\_\_\_

**PHONE: CELL** \_\_\_\_\_ **WORK:** \_\_\_\_\_ **HOME:** \_\_\_\_\_

**T-SHIRT SIZE:** ☐ L ☐ XL ☐ 2XL ☐ 3XL

**IF YOU ARE EXPERIENCED IN ANY OF THESE AREAS, PLEASE INDICATE:**

☐ Carpentry ☐ Electrical Work ☐ Plumbing ☐ Roofing

☐ General handyman ☐ Other (please list): \_\_\_\_\_

☐ Project Leader on Site

**DATE AVAILABLE** \_\_\_\_\_ **TIME AVAILABLE** \_\_\_\_\_

**DO YOU HAVE ANY PHYSICAL LIMITATIONS THAT SHOULD BE TAKEN INTO CONSIDERATION WHEN ASSIGNING YOU TO A PROJECT?**

(i.e. back or neck injury, severe allergies, pregnancy, etc.) IF SO, PLEASE LIST:

\_\_\_\_\_

### **RELEASE**

I, (print name) \_\_\_\_\_, agree to participate in the Week of Action activities sponsored by the \_\_\_\_\_ and release \_\_\_\_\_, its participating agencies, and sponsors for any liability arising out of participation in the program. I understand that I will be performing volunteer services for agencies at locations designated by the host agency. I authorize the \_\_\_\_\_ and the agency where I am assigned to use photographs taken on Week of Action for its various publications and/or website.

Date: \_\_\_\_\_

\_\_\_\_\_  
Volunteer's Signature