

THE ALLIANCE TO RECLAIM OUR SCHOOLS

Goal-Setting and Planning for October 6 WALK - Ins

This outreach plan is written for a district coalition table that's planning walk-ins at several schools. But it can easily be adapted to a single school or community. Take the basic ideas and adjust it as needed to your context.

Additional resources on the AROS Website include a sample [calendar](#), and a blank outreach template.

GOALS - be specific

1. What is your goal for the number of schools to participate? _____
2. How many total participating people are you aiming for? _____
3. How will you use the walk-ins to build your labor/community/youth coalition locally?
4. What are the 2-3 key messages or demands that you want to convey during the Walk-In? (What's the headline you'd like to see in your local paper the next day?)

CONCRETE PLAN - How, who, by when

1. What partnering organizations are part of your coalition? The strength of the walk-ins will depend on teachers, parents and students all working together from the start! Make a list of allied organizations that will help with planning and organizing for the walk-in. Who's reaching out?
2. Together with your partners, make a list of the schools you are targeting for participation. Identify key potential leaders inside and outside the school, who would be required to make it happen.
 - a. Who will reach out to each of those leaders?
 - b. What materials do you need to put together in order to make this outreach effective? (do you need a sign-up sheet? A "leave-behind" with information?)
 - c. Who can develop those materials?
3. What's your deadline for materials, and for initial contacts with each leader?
4. When will you approach each school's administration to make sure they know what you're planning, and support you?

5. What are your plans to notify and mobilize individual parents and teachers from the schools to join the walk-in? (leafleting, phoning, ask a few parents to take the lead, etc)
6. Working backwards from October 6th, set up a calendar of targeted dates for first contact, materials ready, sign-up sheets, media work, etc. [You can use the sample calendar on the AROS [website](#) under “resources” to help you!]
7. Begin early to think about your program for the morning of the walk-in. You want about a 15-minute “agenda” at the school. Be sure your program includes representative voices from teachers, parents, students and other allies.
8. Think about additional needs to help make the day a success – do you want to have coffee and donuts at the school?
9. Make a list of details – and be sure someone is assigned to take care of each!

THE SCIENCE OF NUMBERS: Not everyone who says they'll come will come!

If you want **25** people to attend....

- **41** have to **say yes** and mean it (1/3 of even good yeses won't show up). For 41 people to say yes and mean it...
- You have to **talk to 82 people** (1/2 of the people you talk to will say yes and mean it). To reach 82 people...
- You won't be able to reach 82 people if you set out to talk to 82 people. Many won't be home or available. Do you have a big enough universe to be able to reach 82 people? Plan to reach out to **150!**

THE SCIENCE OF NUMBERS SAYS...

- **In order to get 25 people to attend, you'll need to reach out to at least 150.**
- **And remember: one contact isn't enough. Once someone says yes, they should be reminded, asked to help with a specific task and to help bring others.**