

Elements of BCG Campaign

- 1) Expand the scope of bargaining beyond wages and benefits:** Identify issues that resonate with members, partners and allies and that address the many ways public schools affect our communities. Put forth demands that address structural issues, not just symptoms of the problem.
- 2) Go on offense in your campaign by identifying, exposing and challenging the real villains,** the financial and corporate actors who profit from and increasingly drive education policies and actions.
- 3) Engage community allies as partners in issue development and the bargaining campaign:** Bring in community partners on the ground floor and ask them what they need out of the bargaining campaign.
- 4) Center racial justice in your demands:** Campaign demands should address the role that schools often play in creating and exacerbating structural racism in their communities.
- 5) Strengthen internal organizing, membership and member engagement:** These campaigns must deeply engage the memberships of both unions and community organizations, and there must be opportunities for deep relationship building and joint visioning between the members of the different organizations.
- 6) Leverage revenue campaigns:** We need to develop strategies that leverage new revenue campaigns (school budgets, corporations, and modified tax structures).
- 7) The campaign does not end once the union settles its contract:** Bargaining for the common good is about building long-term community-labor power, not about giving unions some good publicity during a contract fight. The boss doesn't automatically become a good actor once the contract is settled and the community's demands don't become any less important.

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