

SECTION 4 – GOVERNMENTAL RELATIONS POLICIES

PSE LEVY and BOND PROGRAM

Each year, thousands of classified school employee jobs are affected by the outcome of their school districts' maintenance and operation levy or bond elections.

Coordinated Campaign Plan

PSE has a campaign plan to assist in five critical areas of political participation: voter registration, absentee voter registration, campaign contributions, member communication, and member outreach. PSE will provide chapters the resources they need to be successful in each of these areas.

(1) Voter Registration

To encourage voter registration, PSE routinely prepares and sends voter registration information to members identified as not registered to vote. Chapters are asked to encourage each member of PSE to register to vote.

(2) Absentee Voter Registration

PSE urges chapters to encourage their registered voters to become absentee voters. PSE will send letters to members who are registered voters but have not voted in the last four general elections and include an absentee voter request form.

(3) Campaign Contributions

This plan provides contributions from the PSE ballot measure fund. The amount contributed will increase depending on the number of PSE members in the district and how involved those members become in the election.

Basic Contribution: In districts where PSE represents fewer than 200 members, PSE will contribute \$50 to the levy or bond committee. In districts where PSE represents 200 or more members, PSE will contribute \$100.

Additional Contribution: If a chapter makes a commitment to have their members participate in the levy or bond campaign they will qualify for additional contributions. In districts where PSE represents fewer than 200 members, PSE will contribute an additional \$100 to the levy or bond committee. In districts where PSE represents 200 or more members, PSE will contribute an additional \$200.

Funds will also be available should your district need to run the levy or bond election a second time.

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(4) Member Communication

PSE will prepare and send out “Get-out-the Vote” literature to each PSE member residing in the targeted school district. The literature will mention the affected school district and recommend that members support the levy or bond in the upcoming election. Chapters wanting to design their own mailing are responsible for providing PSE a camera-ready copy. PSE will pay for production and mailing costs associated with one mailing per targeted district. Chapters wishing to send additional mailings to members may do so at their own expense.

(5) Member Outreach

To assist in the member-to-member outreach, PSE will prepare a list of members living in the targeted school district. Membership lists often cross chapter lines since many PSE members reside in one school district but work in another. Some PSE chapters are small enough that face-to-face outreach with each PSE member is practical. In larger chapters, a phone bank will be necessary to get the job done. Scripts for telephone and face-to-face outreach be available upon request. The scripts are short and to the point and should keep volunteers on task. They also help facilitate phone bank operations and face-to-face contacts. Chapter leaders are responsible for recruiting phone bank or outreach volunteers. Volunteer recruitment tips and instructions on training volunteers are available upon request. PSE will make available its four office locations to chapters for use in their phone bank efforts. Chapters located near a PSE office will have access to office telephones. Chapters will need to coordinate PSE office use with their assigned field representative. PSE’s regional secretaries will be responsible for keeping a schedule of available days and times to conduct phone bank operations.

In all cases, the PSE membership list must be safeguarded. Instructions on the use of PSE membership lists will be included when member information is provided.