

# RISE UP TO GET PAY UP

## COUNCIL AND SCHOOL PAY 2023

### 10-point branch action plan for getting out the vote

1. Visit as many workplaces as possible and plan walkabouts to talk to members face-to-face about voting in the ballot. Emphasise that their vote counts!
2. Order/download [leaflets, posters and stickers](#) to make the campaign visible in every workplace.
3. Prepare your branch to volunteer for phone-banking and peer-to-peer texting – we've got to pull out all the stops to reach everyone! Contact your regional organiser to find out more about how you get involved and set this up.
4. Hold regular, meaningful face-to-face and online meetings with members to inform and engage them. Ask them directly to spread the word to their colleagues the same day. Use our campaign [PowerPoint presentation](#) to explain the ballot to members.
5. Use the [pay calculator](#) in all your interactions: it shows members what their pay should really be to keep up with the rising cost of living and is a powerful illustration of why their vote is important.
6. Use our [digital campaigning resources](#) – change your email footer, brand up your social media accounts, share graphics and videos, and use the #PayUp2023 hashtag so we can be visible together in a nationwide campaign.
7. Spread the word via regular branch comms (emails, newsletters, WhatsApp groups, etc.) – remember to emphasise the importance of the 50% turnout threshold!
8. Speak to your [regional education team](#) to see what activist training might help your branch get out the vote. There are two courses designed for this ballot as well as great courses on social media and workplace mapping.
9. Make sure that there is a pay campaign contact (RMS code 109) in each workplace your branch covers and check in with them regularly to keep them motivated.
10. **Have a plan of action and be methodical:** plan out the ballot period week-by-week and ask your branch activists to talk to a list of specific members about pay. Ask everyone to take 10 minutes to talk to 10 people – leave no member uncontacted!