

Day of Action

T O O L K I T



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On **June 23**, postal workers and our supporters will join collective actions across the country to demand Congress save the Postal Service. Together with our allies in the labor movement and other community organization, an APWU caravan in Washington, DC will deliver over two million petition signatures of postal customers demanding Congress pass the emergency relief the Postal Service needs. APWU locals and state organizations are planning events across the country in support of the petition's demands.

Due to the revenue forgone as a result of the COVID-19 pandemic the Postal Service could run out of money this year, threatening our jobs and the vital service we provide the country.

The House of Representatives recently passed \$25 billion in emergency COVID-related funding for the Postal Service in its latest stimulus bill (the *HEROES Act*), a bill which also included hazard pay for postal workers and removed conditions on a \$10 billion line of credit in a previous stimulus bill. We must continue making our voices heard as the Senate deliberates on their own stimulus legislation.

Senators need to keep hearing from the people they represent about the role the Postal Service is playing during this crisis and its ongoing value to the American people. While the people are firmly on our side we must continue to build support in the Senate to ensure postal funding is included in the next stimulus.

Support our demands in Congress, organize an event and spread the message! It is only through massive pressure from the people that the Senate will be moved to prioritize the public Postal Service. Any stimulus legislation must at least include an **emergency \$25 billion appropriation** for lost revenue due to COVID-19!

June 23 Events

APWU locals and members are encouraged to organize events in your community. While locals are welcome to organize any type of event, APWU National is providing this toolkit for locals to use in helping plan three types of events: **car caravans, mailbox letter drops, and virtual letter-writing events**. This toolkit provides suggestions for members looking to organize these events in their community.

Before beginning to organize an event. You can also email nccc@apwu.org for help on organizing events.

Make sure to take pictures! Email your pictures to communications@apwu.org to see them on the APWU's social media channels and in the next issue of *The American Postal Worker*. If taking photos on a smartphone, please send them as email attachments at the "original" file size.



CAR CARAVANS

What is a car caravan?

A car caravan is a rally in a public place in which participants remain in their vehicles during the event. Cars travel closely together in a procession at a very low speed between pre-determined start and end points.

Due to COVID-19, public rallies and other events with large numbers of people are not recommended by public health officials. Our safety is paramount – and car caravans are a safe way to send our message without risking our health to do so.

SUGGESTED STEPS

Research if you need a permit to hold the caravan in your community.

Many protests and rallies in public areas require permits from the city or state government before being held. Usually, local governments have permit request forms to fill out to register the rally before it takes place. You should be able to find any required steps to register your caravan on your local government website.

Email communications@apwu.org if you are having trouble finding them.

Determine your start and end locations for the caravan.

These locations may be the same (with the caravan making a loop) or different, depending on the community. For the starting location, you should use a public parking lot or garage to gather participating vehicles together before beginning the caravan. Use Google Maps to see what public facilities are available – depending on your community, these could include stadium parking lots/garages, grocery store or strip mall lots. Call the owners of the lots beforehand to get their permission for staging the caravan.

Promote the event publicly!

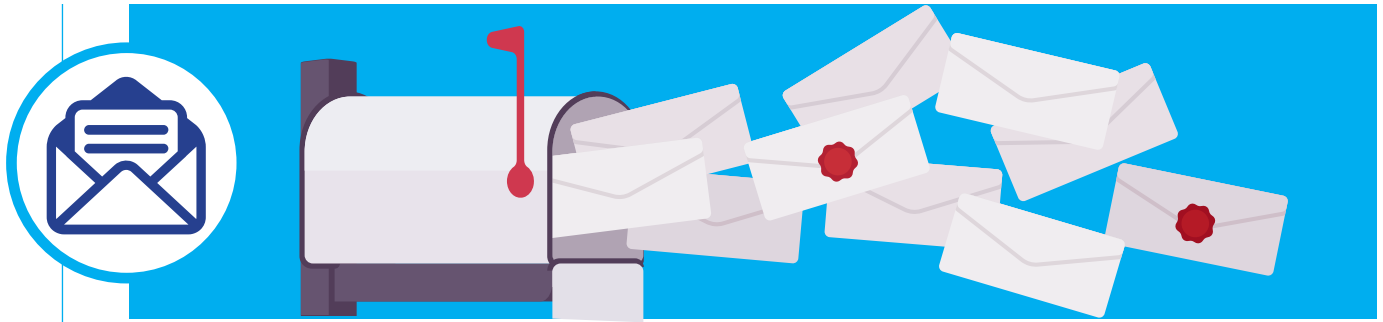
Post flyers or other materials on bulletin boards, and make a public “Event” page on Facebook. Invite your friends, family, and coworkers to RSVP. Make a note in the page that attendees should say whether they have a car or would need to join another participant’s.

Look up your local newspaper and news channels for contact information for reporters. Call them and let them know about the event, and encourage them to cover it. Call to follow up on the morning of the event as well.

Encourage participants to bring posters and banners!

Without banners and posters, it will be difficult for the public to know why the car caravan is taking place. Write slogans on poster board and tape them to the outside of the car before beginning the caravan (get a tape that will not damage the cars), or hold signs out of the windows. If it is within your budget, you can also hire a mobile billboard truck to join the caravan.

Suggested slogans: SENATORS: SUPPORT OUR PUBLIC POSTAL SERVICE, SENATORS DO THE RIGHT THING: SAVE THE USPS. Feel free to create your own slogans!



MAILBOX LETTER DROPS

What is a mailbox letter drop?

A mailbox letter drop is a public event in which a large number of letters are dropped in the same blue mailbox or post office at the same time. The event depends on the gathering of lots of letters to be mailed from the same place. In this case, letters would be sent to Senators representing the state that the event takes place in.

SUGGESTED STEPS

Determine your public mailbox or post office to hold the drop.

The site should be easily accessible in a central community area. If in a suburb or rural area, choose a box that participants can drive to drop the letter.

Promote the event publicly!

Post flyers or other materials on bulletin boards, and make a public “Event” page on Facebook. Invite your friends, family and coworkers to RSVP. Make a note in the page that attendees should say whether they have a car or would need to join another participant’s.

Look up your local newspaper and news channels for contact information for reporters. Call them and let them know about the event, and encourage them to cover it. Call to follow up on the morning of the event as well.

In the event materials, include the mailing address for both of your state’s Senators.

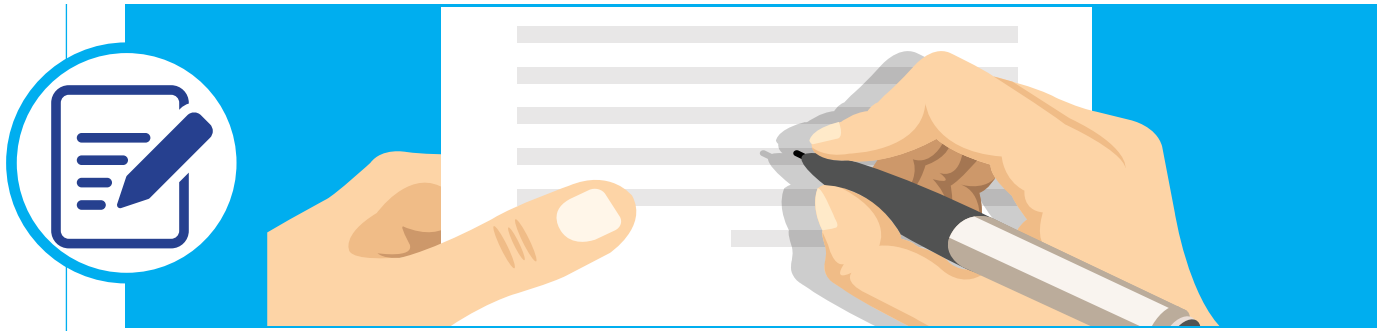
Contact information for all 100 Senators is available at senate.gov/senators/contact. Each Senator’s Washington, DC address is shown at this link, and each Senator also has a separate link listed where you can click through to find their home state office mailing address. For help finding these addresses, email communications@apwu.org.

Take pictures when dropping off letters!

Take your own pictures of event participants mailing their letters and send them as email attachments at the “original” file size to communications@apwu.org.

If mailbox on public street, mark off social distancing lines.

If it is best for your local to pick a blue mail box on a public street that is not easily accessible via car, or in a city area where many members/participants do not own cars, get street chalk to mark out lines or circles on the sidewalk to encourage participants waiting to mail their letter practice social distancing in line.



VIRTUAL LETTER WRITING EVENT

What is a virtual letter writing event?

An event in which participants write letters to their Senators at the same time from different locations, communicating over a video chatting platform such as Zoom.

SUGGESTED STEPS

Schedule your virtual event.

The APWU recommends Zoom as the video chat tool to use because it allows the host to easily create an event and share a participation link without needing other participants to sign up for an account. It also allows for you to record the session, creating a way to tell a video story if you chose.

To schedule the virtual event, Organizers should go to zoom.us and create an account if they do not have one. **If you sign up for Zoom's free account, your meeting will have a time limit of 40 minutes and 100 participants.**

Select "Schedule A Meeting" at the top of the page, and enter a time and name for the event. After saving the information for the event, the website will create a Manage My Meeting page that includes an Invite Link. **Do not include the Invite Link on public event materials and social media pages.** Doing so could allow bad actors to join and disrupt the event.

Promote the event publicly!

Post flyers or other materials on bulletin boards and make a public "Event" page on Facebook. Invite your friends, family, and coworkers to RSVP. In the materials and "Event" page, provide a link to the form letter on page 5 for participants to copy, or encourage them to write their own letter to their Senators.

In the event materials, include the mailing address for both of your state's Senators.

Contact information for all 100 Senators is available at senate.gov/senators/contact. Each Senator's Washington, DC address is shown at this link, and each Senator also has a separate link listed where you can click through to find their home state office mailing address. For help finding these addresses, email communications@apwu.org.

Also include an RSVP email address on the event materials.

Event organizers should include their email on promotional materials so they can keep track of RSVP's and keep a list of participant emails to share the Invite Link with. Send the Invite Link to the email list one hour before the event start time.

Record the event, and send the video to communications@apwu.org!

We want to promote your event on APWU channels! To record, simply hit the "Record" tab at the bottom of the Zoom application. This will automatically record the event, and will convert and save the recording into a file after you end the meeting. Send this file as an email attachment to communications@apwu.org after the event!

During the event, participants could share their story and why they are writing their Senators.

It is important that Senators not only receive our letters, but also hear our voices calling for urgent financial relief for the Postal Service. During the event, participants could share their story, with organizers engaging participants in conversation about what we want to see from our elected representatives.

Take a photo of participants in the event!

Make sure you get as many participants in the photo as possible by selecting "Gallery" view on the Zoom application during the virtual event. This will show a larger number of participants on the screen. Maximize the meeting to full screen by pressing the "Enter Full Screen" button in the top right corner of the Zoom window.

Then, take a screenshot or take a picture of your screen with your phone.



HOW TO TAKE A SCREENSHOT

On Windows computers: Press the Windows key (should be next to ALT) and the “Prt Sc” key at the same time. If the “Prt Sc” icon is smaller than another icon on the key, you will also have to press the “Fn” key (next to the Windows key) while pressing the Windows and “Prt Sc” keys at the same time.

This process will automatically save a screenshot as a file on your computer in your Pictures > Screenshots folder. You should email this file to communications@apwu.org.

On Mac computers: Hold down the “Command” and “Shift Keys”, and press 3. This will save a screenshot as a file to your desktop. You should email this file to communications@apwu.org.

For help on taking a screenshot, you can visit take-a-screenshot.org for further step-by-step instructions.

The APWU encourages participants in Mailbox Letter Drop and Virtual Letter Writing events to use the following letter as a template for your own letters to the Senators in your state. To access the letter on your computer to print from home, click here: apwu.org/savepostoffice.

[Date]

Dear Senator _____,

My name is _____. I live in _____, _____.

I am writing to ask you to support our public Postal Service. It is important to me because: _____

_____.

Due to the COVID-19 crisis the Postal Service could run out of money this year. It is crucial that you include at least **\$25 billion** for the USPS in the next round of stimulus legislation. Without these funds, postal workers will not be able to continue the vital service they provide the American people. I am writing to ask you support this provision and give the Postal Service what it urgently needs to survive the current crisis.

Thank you for your support for the public Postal Service, postal workers, and for protecting our national treasure.

Sincerely,

Signature

Zip Code

Mark Dimondstein, President
Judy Beard, Legislative & Political Director

