

# GIMME

# 5



# for COLCPE

## Every member a target for “Gimme 5” drive

**B**e on the alert, NALC members—your branch has at least one brother or sister on a mission and you are the target.

As of April 1, every branch with 50 or more members will have a designated COLCPE Coordinator, an activist focused on getting significantly more letter carriers to sign up as regular contributors to the NALC’s political fund. Smaller branches are encouraged to designate a coordinator as well, and many large branches will have more than one. And retirees are not being left out of the coordinators’ sights.

The coordinators are the foot soldiers in the “Gimme 5 for COLCPE” campaign kicked off in last month’s *Postal Record*. The goal is to double the size of the fund by doubling the number of active and retired NALC members who make automatic donations to the Committee on Letter Carrier Political Education from their paychecks, annuity or bank accounts.

The target level is \$5 per pay period—just 50 cents a day. That’s the average contribution now being made by the more than 5,000 members who have already signed up.

“We want to see at least twice as many carriers step up and sign up,” said NALC President Bill Young, who gave the first preview of the campaign to the union’s state legislative chairs during their late-January meeting in Washington.

Young emphasized that having a dependable, predictable flow of income for the fund makes advance planning easier. He also pointed out that the added money for COLCPE will be “clean money” injected in the political process to counterbalance the shady favors and secret payoffs at the heart of recent Washington lobbying scandals.

“When we spend our COLCPE dollars, either to support candidates directly or to help get out the vote, it’s all public knowledge. There’s no question where the money comes from—it comes from hard-working letter carriers,” President Young said.

“We need friends in the White House and in Congress who support legislation that benefits letter carriers and all working families,” he said. “COLCPE helps us get friends like these elected.”

### Ready to step up?

Detailed instructions on how you can sign up for automatic COLCPE contributions can be found at [www.nalc.org/depart/legpol/index.html](http://www.nalc.org/depart/legpol/index.html)

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President Young calls on members to set up automatic contributions to COLCPE.

Dorsey Roland of Anchorage, AK Br. 4319 launched his own “Gimme 5” campaign.



By doubling the size of COLCPE, the NALC will be able to support hundreds of letter carrier volunteers who will work on critical election campaigns both this year and in 2008. Raising that much money for COLCPE would also restore the political action committee’s ranking as one of the country’s top 10 PACs, a position it held consistently throughout the 1980s. By last year, however, COLCPE had dropped to 37th place—lagging behind both UPS and FedEx, corporations with agendas that threaten letter carrier jobs and benefits.

In addition to the local COLCPE Coordinators, President Young said the five NALC Regional Field Coordinators (RFCs) will help spread the word about the “Gimme 5” program, including tips for making it a success, as part of their training sessions at upcoming state conventions and other meetings.

Members who sign up to “Gimme 5 for COLCPE” will receive distinctive lapel pins, and plans are being made for a special COLCPE Day at this summer’s national convention in Las Vegas keyed to the “Gimme 5” theme.

## Spontaneous support

Already, enthusiasm for “Gimme 5” is running high in branches around the country. For example, Dorsey Roland, a member of Anchorage, Alaska Branch 4319, read the special February COLCPE contributors issue of *The Postal Record* and counted only 23 automatic contributors out of the more than 300 members of his branch. He knew they could do better.

“I got buy-in from the branch officers and stewards, and then started making a lot of phone calls,” Roland said. “My pitch is, ‘What can I do to help you sign up?’”

Roland said that getting members to “Gimme 5” hasn’t been a hard sell. “Mostly, I just help them with PostalEase,” he said, acknowledging that the Postal Service’s phone and online payroll allotment system “can be a little intimidating.”

By mid-March, Roland said more than 40 branch members were signed up. His personal goal is to hit the 50-member mark by the branch’s April meeting, and ultimately he wants to see 100 names from Anchorage on a future listing of COLCPE contributors.



**NALC's regional field coordinators (from l) Mark Kanarick (Western Region), Jonathan Murray (Southern), Rachel Peck (Northeast), Kate Stayman-London (Central) and Seth Hahn (Mid-American) will be helping to push the "Gimme 5" campaign throughout the country as part of their training sessions.**

In the meantime, participants in the first round of classes of the NALC Leadership Academy, who completed the program this past December, have been working on some innovative tactics to promote member involvement and contributions. They were challenged by President Young to demonstrate their leadership skills by boosting COLCPE.

Becky Serwach of South Macomb, Michigan Branch 4374 was disappointed to learn the contribution statistics from her branch. "Out of 712 active members, only 24 were giving automatically to COLCPE," she said. "That's pathetic."

Working with Region 6 National Business Agent Pat Carroll and Regional Administrative Assistants Jeff

Fultz and Ernie Kirkland, Serwach devised a contest with a unique prize—NBA Carroll would case the winner's route for one day. She gathered the names of new COLCPE contributors who signed up for automatic deductions from January through the end of March, with one to be picked at random as the winner.

Serwach said pushing COLCPE helps her raise awareness among newer carriers of the issues that face the union. "They don't understand how hard the more experienced and retired members worked and sacrificed to win our contract and their cost-of-living adjustments," she said.

One of Serwach's Leadership Academy classmates, Scott Laveroni of San Diego, California Branch 70, has found most members are willing to support COLCPE but need some encouragement. "You just have to talk to them one on one," he said. "You can't expect members to just read a pamphlet or a poster and then sign up."

Through contacts at membership meetings and tips from stewards, Laveroni has been collecting the names and phone numbers of potential contributors. "I've been spending an hour and a half every night on the phone," he said, "walking people through the sign-up process, and helping them resolve any issues they might run into, like lost PINs."

Laveroni said personal contact keeps member interest in COLCPE fresh. "It takes old-fashioned hard work to shake people up," he said. "You have to lead them to the trough, so to speak." ☒

## With reform on the line, we have to stay in touch

One of NALC's chief weapons in the fight for meaningful postal reform has been its e-Activist Network, which has allowed NALC President William Young to call upon carriers across the country to act on a moment's notice. From picketing the offices of Sen. Kit Bond of Missouri to release his hold (*see January 2006 Postal Record*) to sending individual e-mails to representatives asking them to vote for postal reform, the e-Activists have been an integral part of NALC's strategy for success.

But while postal reform bills have passed in both the House and Senate, the fight for the best legislation isn't over. As NALC prepares for the final push, President Young is appealing to all carriers who haven't signed up yet to become e-Activists.

Just as important, everyone who has signed up should check and update their e-Activist information to be certain they will be up to date on the issues.

"The bills now heading to conference never would have passed the House and Senate without the added kick from NALC's e-Activists," President Young said. "But postal reform is not yet law, and we need our activists to be ready."

Tens of thousands of legislative activists have signed up to receive e-mails from NALC and are committed to contacting key decision-makers when word comes from NALC headquarters. However, since the program began back in 2003, many have changed e-mail addresses or neglected to include information on where they live or what branch they belong to.

**If your correct e-mail address is not in the system, NALC cannot contact you electronically. And without information on where you live, there is no way to identify your congressional district and connect you with your House and Senate members.**

Please help us stay in touch. Take a moment to check and update your e-mail address and any other information that has changed or is blank.

Go to NALC's website, [www.nalc.org](http://www.nalc.org), and look for the red box at the bottom of the home page that says, "Already signed up? Update your e-mail address and other NALC

The screenshot shows the NALC website header with the title "National Association of Letter Carriers" and navigation links for News, Departments, Postal Issues, Community Service, and About NALC. A "SITE SEARCH" box is in the top right. Below the header, there are two photos of letter carriers. The main content area includes a "Latest News" section with three items: "Seventh COLA Announced", "JCAM 2005 Published", and "Postal Reform Passes in the Senate". Below the news is a "Join the NALC e-Activist Network!" section with a "Sign Up" button. A red box highlights a link that says "Already signed up? UPDATE your e-mail address and other NALC e-Activist information". To the right of this section is a "More news highlights" section with links to "Route Protection materials online", "Help victims of Hurricane Katrina", and "On-line form for bylaw changes". At the bottom left, there is a "Contribute to COLCPE" button.

e-Activist information."

That link will take you to a page where you can log into your subscription page. Enter the e-mail address you used when you agreed (either online or by filling out a paper form) to participate as an e-Activist. If you don't remember your password or if you signed up on paper, you'll need to receive a password by clicking on the "need/forgot password?" link; a password will instantly be e-mailed to you.

Logging in takes you to a page where, by hitting the "Profile" tab, you can change your contact information, including e-mail address, password, street address and more.

If you haven't signed up yet, *now is the time* to do so. Go to [www.nalc.org](http://www.nalc.org) to join NALC's e-Activist Network.

Together, we will succeed in defending carriers' rights and jobs through sensible postal reform. Do your part—and make sure your e-Activist information is up to date today. ✉