

NALC field operations and getting out the vote



Government Affairs
Field Director
Jeremy Goldberg

With the 2014 election upon us, the NALC Department of Government Affairs is working with NALC state chairs, branches, leaders and activists to help elect pro-letter carrier, pro-working family candidates. From chilly letter carrier labor walks in Anchorage for Sen. Mark Begich to knocking on doors for Rep. Patrick Murphy in West Palm Beach, FL, NALC members across the country are volunteering their evenings and weekends to head out on the streets to make Congress a safer place for all

letter carriers and their families.

NALC field staff have been crisscrossing the country to prepare for Election Day, all while continuing to expand on our field operations in almost every state. Whether it's conducting legislative, political and grassroots trainings or helping to organize local events or building allies in the community, we continue to explore new ways to raise the level of activism, while

also learning from state and branch leadership, congressional district liaisons and volunteers.

These efforts continue to yield victories. NALC members in Reno, NVV, successfully lobbied their city council to pass a resolution touting the benefits of six-day delivery. In Seattle, NALC members successfully lobbied their Democratic state convention to include six-day mail delivery on its official party platform. San Antonio Branch 421 recently held its first political action night, which attracted new members to talk about the political and legislative issues facing letter carriers. Branch 157 in Philadelphia tapped into its existing communications network to reach every station in the city to stress the importance of educating the entire membership—resulting in a 15 percent increase in e-Activist participation over the last year.

Ground-based efforts are key to our continued success on Election Day and beyond. For more information on how to grow local involvement in your branch, contact the NALC Government Affairs department. Please visit our new webpage at www.nalc.org/government-affairs/contact for more information.

Letter Carriers' Food Drive is Saturday, May 9, 2015. There, I said it!



Community and
Membership Outreach
Coordinator Pam Donato

While most of us likely are planning for Thanksgiving Day, NALC is making an early push for our 2015 Letter Carriers' Stamp Out Hunger Food Drive. And there's good reason.

There are countless ways to grow your branch's food drive collections. We have added new layers each year: billboards, Facebook and social media, local contests and new partners. They make a big difference and the local creativity displayed each year is astounding. However, the biggest impact on any

food drive collection, bar none, is promotion through bags that can be returned full of food. Postcards are a great reminder and introduction to the food drive for our patrons, but to seal the deal, **we need bags.**

To assist every branch in securing food drive bags, the NALC is opening up the 2015 Tool Kit **now**. You will find bag templates and estimated prices from experienced vendors—both paper and plastic. We also will provide polished sponsor solicitation materials to help branch coordinators make a professional pitch

to potential local or state partners. There will be a color brochure and DVD that will specifically highlight the enormous upside for any business that partners with letter carriers and our food drive next spring.

Getting out of the gate early to identify sponsors is key to our success. Often, coordinators are told, "We don't have funds for this right now, come back next year." We need to begin reaching out for partners in the fall, when these businesses and organizations are planning their 2015 budgets. We need to become a part of these budgets, and this early start will help us to do just that.

An afternoon's investment looking for partners **now** will save you several weeks of difficult work later next spring and likely lead to a better outcome. Please visit our Letter Carriers' Food Drive page and tool kit at www.nalc.org/community-service/food-drive in the coming weeks. Utilize the brochure and DVD as solid support for your sponsorship ask.

Letter carriers are the most trusted federal employees. We see our customers at their homes or where they work every day. Our food drive benefits their local community. And we've got you as our "sales staff." Together, we're unstoppable!

Maybe it's not so crazy, making time to plan the biggest day of giving, in this special season of giving thanks.