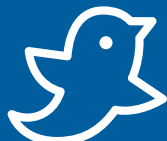


ORGANIZER TOOL KIT



for August 25 Day of Action



apwu.org

On August 25, postal workers and our supporters will join collective actions across the country to **save the Postal Service, stop harmful service cuts and mail delays, and demand \$25 billion in COVID-related emergency funding for the USPS.**

Together with our allies in the labor movement and other community organizations, the National APWU is organizing a Day of Action, inviting APWU members and supporters to gather at post offices in their area and loudly make our voices heard.

Due to the revenue lost as a result of the COVID-19 pandemic the Postal Service is in a serious financial crisis, threatening our jobs and the vital service we provide the country. Additionally, in recent weeks, new Postmaster General Louis DeJoy has instituted harmful policies and service cuts that have caused serious mail delays – going against everything postal workers and the People’s Post Office stand for.

We must continue making our demands heard to make sure the Senate passes \$25 billion in emergency postal funding and that the harmful policies and other service cuts are stopped. DeJoy is using the USPS financial crisis as his excuse to delay the mail, blaming the postal workers – who have served the people of this country tirelessly through this pandemic – for the reasons the USPS is in the financial state it is in.

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. The public trusts postal workers and values the services we provide.

Support our demands in Congress, organize an event and keep the pressure up! It is only through massive pressure from the people that the Senate will be moved to prioritize the public Postal Service and permanently stop DeJoy’s delays.

August 25 Events

APWU locals and members are encouraged to organize events at your local post office. This toolkit provides suggestions for members looking to organize these public events in their community. Below are suggested steps you should take when organizing an event for your Day of Action.

You can also email nccc@apwu.org for help on organizing events. For talking points and media dos and don’ts, email Communications Director Emily Harris at eharris@apwu.org.



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.

If you can, find someone social media savvy to post a couple pictures to Twitter and Facebook tagging [@APWUNational](https://twitter.com/APWUNational) and using the [#SavethePostOffice](https://twitter.com/hashtag/SavethePostOffice) hashtag. We have seen an unprecedented growing of public support on twitter and we can continue to show the media and our decision makers in Washington that this issue is not going away without action from Congress and the White House.

Suggested Steps



Determine your post office to hold the event.

The post office should be easily accessible in a central community area. If in a suburb or rural area, choose a post office with enough parking for all participants.



Promote the event with the local.

Post a flyer on local bulletin boards, have someone pass out flyers as people are leaving after their shift, email your membership with the information. If you do not have an email list for your local, email Emily Harris, eharris@apwu.org.



Promote the event publicly!

Post flyers or other materials on bulletin boards at community centers, parks, coffee shops, and other gathering places, and make a public “Event” page on Facebook. Invite your friends, family and coworkers to RSVP. 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. For help on coordinating with the local media, email communications@apwu.org.

Also, so we can promote your event from the national level, add the information into our digital event tool, <http://rvdr.me/usps>. If you need help adding your event, email our Digital Media Manager Graham Copp, gcopp@apwu.org.



If making your own event materials, include the demands and Senate call-in phone number—833-924-0085.

For those who are not able to attend the event in person, event materials should have the demands and information available for those who still want to participate. Include language about why the event is taking place: **to save the Postal**

Service, stop harmful service cuts and mail delays, and demand \$25 billion in emergency postal funding. If you want to find out who your Senators are to personalize signs and other material contact information for all 100 Senators is available at senate.gov/senators/contact.

The National will be providing a pass out flyer for event participants to pass out to postal customers and other people nearby on August 25. We also will have sign art available for locals to download and have printed locally. If anyone has any questions on how to engage a printer for the signs, email nccc@apwu.org

Note: **833-924-0085** is the preferred number for community members, allies, and members of the public. APWU members are encouraged to call the APWU's legislative hotline, **844-402-1001**.



Make hand made signs.

Even if your local is printing some of the National's signs, handmade signs still have the best impact on the public, social media, and the press. Some ideas for signs include:

- ✍ Corporations Got Bailed Out; the People Got Sold Out
- ✍ USPS Serves Main Street, NOT Wall Street
- ✍ Hey PMG - It's the United States Postal SERVICE not Postal BUSINESS!
- ✍ Postal Workers Proudly Serve the People
- ✍ Senators, Stop #DeJoyDelays and Let Me Do My Job!
- ✍ Take your politics away, We'll work the mail with no delay!
- ✍ Whose Post Office - The People's Post Office
- ✍ Delivering All the Mail Every day - it's in our DNA
- ✍ Tell the PMG: Actions Speak Louder than Words

Note: Other organizations are calling for DeJoy's resignation. At this time, that is not the National APWU's position.



Make sure to wear a mask!

While we do encourage participants to attend in person, please remember to wear a mask or cloth face covering. Masks should be worn over the nose and mouth, and participants should keep them on for the duration of the event. Organizers should have extra masks available for participants who do not have them, as well as hand sanitizer.