

# Brown Bag PEOPLE Lunch

The Brown Bag PEOPLE Lunch is a great way to **engage** our members in the political process. This event is held at members' worksites and turn-out can vary from as few as 7 or 8 members to as many as 25 or 30. Any more than that and it's hard to have a real **discussion** about politics and the Union. (Note: If you can get 50 people to show up to talk about politics DON'T CANCEL. Hosting an event where too many people show up is always "the best kind of problem" to have. Just make sure you make a solid plan to follow-up with all of the attendees.)

The goal of a brown bag is three fold:

- The first goal is to encourage AFSCME members to **contribute** to the PEOPLE fund, which we use to pay for political work around the country.
- The second goal is to find **members** that are interested in politics and might want to **volunteer** on campaigns or to lobby their legislators.
- The final goal is to give the membership to have a better understanding on how **politics** affect their jobs and why it is so **important**.

This activity should be done in **conjunction** with the political staff from your Council or Local. It is good to have a staff representative available to respond to any technical and/legal questions that may pop up. The length of the event will vary by how for much time your members have for lunch. It is important to allot some time questions.

## 7 Tips:

1. Ask whoever speaks to direct their remarks toward the worksite and how it is directly affected by politics.
2. Try and "seed" the audience. For example, have someone who will ask a pointed question to get that rolling and/or a member who will be the first person to contribute to PEOPLE or fill out a volunteer sign-up.
3. Allow for 5 minutes of settling-in time at the beginning. Try not to start right at the as the lunch time period starts.
4. If you need a hook or a draw to get members to event, offer a raffle.
5. You may want to provide beverages or dessert.
6. Depending on your success, discuss funding the lunch with your Council.
7. End on time.

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