

MALL MAURDER MENU

Intent: to select the most busy time of the week and a good mall location to spread our message. Here are some ideas/suggestions on how to get the “mall” going:



Selecting A Mall– if you have more than one Mall in your area find the one that allows tables, booth, leafleting. You can google the mall or even make physical contact with Mall Administrators or Security. Introduce yourself, explain your purpose, look presentable and ask for the rules. Ask for the best day to conduct your activity (be aware that they may steer you to a least active day so as not to disturb their shoppers). Best thing to do is to scope out the mall yourself or ask shoppers you know.

Mapping The Mall - have a subcommittee of core activists (CATs, EB or volunteers) literally go to the Mall and look at the Mall map and directory. Take a pic of the map. Depending on the number of volunteers (yes volunteers) divide the mall into squads so as to avoid over whelming shoppers in a particular location. Eventually as the shoppers move they may encounter another Squad. Ensure that if a shopper says “I already got one” to simply thank them and move on. Get your mapping down on paper and identify the Squads to be assigned to each location. SET a date and spend 6 hours at the Mall. (Provide lunch for your volunteers).



Messaging– plan and select your message of the day. Your material has to have a clear and concise message. Is it *Save Our Service*? Is it “A Public Trust-National Treasure”? Remember these are both shoppers and mall-goers. They do not go to a mall to be solicited. The last thing you want your folks to do is turn people off. Your material must be professional, attention getting and simple!

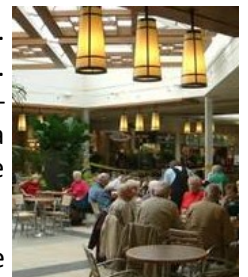
Shop (pun intended) the apwu.org website contract page for “appropriate” ready made material you can down load or create your own leaflet. Recruit a kid to create it for you. Don’t make it legalistic or doomsdayism. Determine if having postcards filled out will work. If not– so be it.

Image is part of messaging. Your Squads should dress presentable. Union T shirt are ok, or a color of the day. Maybe a George Washington or Benjamin Franklin or two in costume. You don’t want your folks looking like “union goons.” (if that look has to be explained you’re missing the point).

Approach is also key! Try to recall how you react when solicited or approached by panhandlers, street preachers or demonstrators. Practice your approach with your squads. “Hi Help Preserve America’s Treasure!” “Hello Keep Your Service Alive”. BE POSTIVIE! Train your Squads on how to handle being ignored or rebuffed. Train them how to hand out the leaflet (Bend forward, head up, and smile!) Should you bring your kids? Sure, if they are willing to help get the word out and know the plan and will follow it.

Do you leaflet the parking lot? Most people at the Mall are concerned about how secure their cars are and very territorial about their “space”. Knowing someone was at their car placing a leaflet on their property may not go over very well at a Mall. Security may not like you roaming the lots. Just keep that in mind.

Debriefing– As stated above provide lunch. Set a time for lunch. But this is a working lunch. Have the squads meet at the food court. Discuss how each person experienced the leafleting. Discuss what worked and did not work? Get input about the reaction of the shoppers and mall-goers to our message. Discuss how to improve our approach. After lunch hit the mall again. Set a time to end for the day and meet up at a certain location to regroup, get input and secure the materials.



Drafting Volunteers– like many locals you may be hard pressed to get your rank & file members to get involved. Every officer and steward has at least 1 (if not more) dues paying rank and filer friend. Ask each of your officers and stewards to provide the name of that friend. Then have them approach him/her and ask for help at the Mall. Explain the intent, the plan, the date and time. “What? You can only do 2 hrs. GREAT!” Make (yes make) every Officer and Steward responsible for providing time for ONE DAY AT THE MALL. He/she may resent being “drafted” but this is a Do or Die Contract Fight. **We must mobilize!** THANK YOUR “VOLUNTEERS” !!

No Soliciting - What if your Mall does not permit soliciting, tables or leafleting. Well then plan a ‘Shopper Day’ and wear your union colors. 6-12 members (officers, stewards, family) wearing “Keep Em Open” or “Save Our Service” Shirts is a “EAT AT JOES” activity that will advertise our effort and not break the rules! **HAVE FUN BUT FIGHT ON !**