

HIGHER EXPECTATIONS WEEK: NOVEMBER 13-19, 2005

NATIONAL WEEK OF ACTION HOW-TO GUIDE: ASK THE MANAGER

Description of Event

Individuals go to the store manager to ask the store manager questions about worker wages and benefits.

Goals of Event

To send a message to Wal-Mart's bosses about the need to address important worker, environmental and community issues and to demonstrate your ability to organize people around these issues.

Tips to Organizing a Great Event

- ▶ **Form an organizing committee** of individuals who can do the necessary advance planning, research, mobilization of people to carry out a successful event.
 - ▶ **Work with experts in your community** who are familiar with the rights and limitations of those engaged in actions on private sector property.
 - ▶ **Figure out how large of a turnout you can expect and what type of action will have the maximum impact.** Do you want a parade of individuals coming in to the store to see the store manager, every hour on the hour to deliver their message throughout the week of action, or 20 people going to the store manager at once? Should you go to all 10 Wal-Mart stores in your area and do the same thing at the same time? Brainstorm and discuss with your organizing committee to get input and reach consensus.
 - ▶ **What would give you maximum visibility with the customers and store manager?** Do you want to deliver a balloon that has a message written on it? (Make sure you bring your camera when they take the balloons outside to pop them!)
- ▶ Do you have a range of people and interests **who can deliver the message**, e.g., a minister, nurse, senior citizen?
 - ▶ **Identify the questions you want to ask the store manager**, and write down their answers. Tell him/her why you care about the working conditions at Wal-Mart. Leave a list of expectations you have for improving Wal-Mart. Make sure they know you live in the community.
 - ▶ **Have a Plan B** if you can't get the store manager to come see you.
 - ▶ **At the end of the event, assemble everyone at a convenient location** to talk about what happened, get ideas of what did or didn't work, figure out a time and place for your next strategy meeting.
 - ▶ **Decide how to follow up on your action.** Is there a store fax that you can continue to fax messages collected from the community that sends the message to Wal-Mart? Could you continue to fax them these messages throughout Higher Expectations Week?

Why do some of your employees have to wait 2 years to get health benefits?

Would your prices still be low if Wal-Mart had to pay its fair share of health care costs?

Thank you for working to raise expectations in your community! -- Wal-Mart Watch Team