

# Justice CAPTAIN TRAINING - IIMK 2025

## 1.5 hours

### Purpose:

Prep captains to identify, elicit and start preparing signature gathers for Invest In MI Kids. Captains are people that commit to getting 500+ signatures for the initiative with a team of signature gatherers.

### Outcome:

- Captains identify people to join their petition gathering team.
- Captains review and practice spiel for signature gatherers

### Process:

- Presentation
- Discussion
- Generative brainstorming
- Role Playing

### Logistics:

1.5 hour zoom training/convening  
Starting in March

[Training ppt](#)

[Key links and FAQ doc](#)

- [Volunteer Signal](#)
- [Signature gatherer sign-up \(including justice captains\)](#)
- [Elevator pitch document](#)
- [Team brainstorm doc](#)

### Agenda

Time	Section/Content	Facilitator	Notes
0:00 - 0:03	Music		
0:03 - 0:12	Intros, Agenda Review, Community Building, & Norms		
0:12 - 0:20	Purpose: Ours & Yours		
0:20 - 0:45	Babies Over Billionaires		
0:45 - 0:50	Plan to Win		

0:50 - 1:07	Building Your Team		
1:07 - 1:19	Recruitment Pitch		
1:19 - 1:27	Commitments		
1:27 - 1:30	Closure		

### Key:

Yellow indicates **slide**

Green indicates **breakouts**

Blue indicates **video**

*ITALICS* - indicates script for facilitator

### SLIDE 1

#### Welcome, Intros, Community Building

15 min

*Welcome! Please put your name, pronoun, city in the chat and what is one new resource you believe would be important to support your local school district (i.e. I wish our school had 3 college/career counselors).*

### SLIDE 2

*Thank you all for attending today's training to help us tax the rich for Michigan's public schools. We're excited to have you today!*

*Today's agenda includes a community builder, review of meeting norms, a review about our purpose and yours, an explanation of the ballot initiative and our plan to win, discuss how you can build a team to help us get the ballot initiative passed, review how to pitch the campaign, and review your commitment.*

### SLIDE 3

#### Community Building - "That's Me"

*Everyone starts with their cameras and microphones turned off. Then, one person comes on camera and shares a statement about themselves like, "I have a sister." Anyone else who has a sister turns on his/her/their camera and says, "That's me!" Then, everyone turns their cameras and microphones back off and the next person makes a statement. "I have two cats." "I love eating Oreos dipped in peanut butter." "I speak two languages at home." etc....*

*End this section with "I am excited to tax the rich for Michigan's public schools!"*

*Alternative: If the call has more than 20 people, or if the facilitator wants to, you can use the following scripted prompts for "That's Me", without calling on various people to make up statements.*

- I understand the directions for this community builder
- I have a pet
- I prefer coffee over tea
- I was born in Michigan
- I have children
- I have children currently in the K-12 system
- I have gathered signatures for ballot initiatives in the past
- I am excited to tax the rich for Michigan's public schools

#### SLIDE 4

Now let's review some norms for today's call. I'll read them out and if anyone has any questions please let me know!

<h1>Virtual Group Norms</h1>	Speak from the heart, Listen from the heart
	Make space, Take space
	Las Vegas
	Be present - try not to multitask on call
	It's O.K. to pass
	Video is encouraged when possible
	Mute yourself when you're not talking
	Take care of yourself & Share your needs
	<i>Any additions?</i>

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#### Purpose of the meeting

#### SLIDE 5

- We've invited you here today because we have an opportunity to make a real change in people's lives in Michigan.
- The purpose of today's training includes:
  - To learn about how to be a leader in the Invest in MI Kids school funding ballot initiative
  - To prepare you to recruit friends to help gather signatures
- I'm hoping by the end of this meeting you understand our ballot initiative, be prepared to recruit friends to help gather signatures and remember these three things:

1. Money matters in student outcomes.
2. Funding for Michigan schools has dropped by over 25% since 2000.
3. The top 5% richest Michiganders are contributing a lower share of their income to public schools than the rest of us.

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**SLIDE 6 - Why are you Here** - Create **breakouts**, of triads, some groups can have 4.

*In breakouts, everyone tells their story - why did you show up here, why is this important to you?  
In triads. (6 min)*

*Return from break outs and 2-3 people share.*

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## Invest in MI Kids -

- **SLIDE 7**

*As we introduce the Invest in MI Kids campaign, we have a few pop quiz questions .*

- **SLIDE 8** *Which one is correct? A or B. Put your answer in the chat!*
- **SLIDE 9** *That's right, B*
- **SLIDE 10**
- *- Money Matters: Now, let me take a few volunteers to tell us some reasons you think increased spending might cause better student outcomes?*
- **SLIDE 11**  
*Now, our second question. How well-funded are schools in Michigan? Which one of these is correct?*

### **SLIDE 12**

*Yes, B - Michigan school funding for Michigan's schools has declined severely over the past 25 years.*

- **SLIDE 13**

*This is a graph that shows our education revenue. What do you notice? (let people put responses in chat or have a few people come off mute)*

*Correct, it is barely at 2007 levels of school funding. Isn't that wild!*

#### SLIDE 14

*This graph shows the growth of school funding with inflation. We often hear we are at historic levels of funding - which isn't true if you include inflation.*

- **SLIDE 15** *Now quiz question 3, which of these is correct, A or B?*

*Slide 16:*

*B is correct! Compared to other states, Michigan has low taxes and the richest families are paying the lowest rates. Let's look at the statistics.*

- **SLIDE 17**

*Michigan is 46 out of 50 for the amount of taxes we charge folks.*

*This second chart shows us who is paying the most taxes. What do you notice about this chart?  
[let people respond in chat or come off mute]*

*Correct, the top earners pay the least in taxes! Which is NOT fair. This chart shows the total share of taxes each group pays - sales, income, and property.*

*We all pay 4.25% on our income. We also all buy the same amount of toilet paper, which means again, folks who make more pay a lower share of their income.*

- **SLIDE 18**

*Let's review the key takeaways:*

- 1. Money matters for student outcomes*
- 2. Funding for Michigan's schools has decreased the last 25 years*
- 3. Wealthy Michiganders are not contributing their fair share*

*Now let's watch a quick video about what the world looks like when the wealthy pay their fair share for our communities.*

[play video] **SLIDE 19**

*Any quick reactions to the video?*

*Slide 20*

- *A constitutional amendment to create a 5% "fair share" surcharge on incomes over \$500,000 for individuals or \$1M for couples will raise about \$1 billion annually for Michigan's public schools*

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**Plan to win - 15 min**

**SLIDE 23**

*We are here because we want to build a world where our kids and families have all of the resources they need for their schools.*

*That's why we are going to run a ballot initiative. A ballot initiative is a citizen-led initiative that puts something on the ballot by getting a required number of signatures.*

*We are proposing a ballot initiative to change the constitution to create a 5% fair share surcharge on incomes over \$500,000 for individuals of \$1 million for couples. That money will then go to Michigan's public schools. The initiative will also get rid of a ban on having the same income taxes for every Michigander.*

**SLIDE 17**

~~This is a slide that shows the taxes of everyone under \$500k and for everyone who earns over \$500k. For everyone who earns up to \$500k they get taxed 4.25%. For every dollar over \$500k you would be taxed 9.25% on that income.~~

~~This 9.25% is very similar to what other states tax the wealthy.~~

**SLIDE 18**

~~Now let's talk about our plan to win this!~~

**SLIDE 24**

*First step: we need to identify and train 7000 signature gathers. We want 1000 trained by end of May*

*Step 2: Collect 700,000 signatures in 180 days in 2025. The 180 days starts the minute we get petitions, which is August 15th*

*Step 3: We need at least 2.8 million people to vote yes in 2026.*

*We are going to do this in teams of signature gatherers.*

**SLIDE 25**

*There are 4 different levels of volunteers to achieve the signature gathering goal. Today we are training you on the top level, Justice Captain.*

*The Justice Captain will commit to gathering 500 signatures with a team of signature gathers. The other levels are Justice Leaders, who gather 100 signatures. Then Justice Supporter who gets 50 signatures and Justice Advocate who gets 25 signatures.*

*Justice captains can be anyone - registered voters, unregistered voters and folks under the age of 18. If you are unregistered, this would mean you would have to organize registered voters to get the signatures.*

*Only U.S. citizens over 18 years old can hold the petitions, but anyone can organize signature gathering.*

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## **Building your team**

### **SLIDE 26**

*You all are volunteering to serve as justice captains, meaning you will commit to gathering at least 500 signatures with a team. Today we are going to help you make this feel doable!*

### **SLIDE 27**

*Let's start with talking about teams. Have you ever been on a team? What makes a good team? What makes a good teammate? What makes a good captain?*

[Take 2-3 volunteers or let people put responses in chat]

### **SLIDE 28**

*So here are the elements of a successful team - fun, shared goals, and accountability.*

*A good teammate - follows through on commitments, encourages others and takes feedback.*

*A captain communicates, sets your team up for success and recognizes efforts. Sound about right?*

*Ok, let's make our plan for who can be on your team!. Take out a sheet of blank paper or open a google doc.*

### **SLIDE 29**

*First take 4 minutes to write down as many names of friends and family who you can ask to sign? Use your phones! Look at your list of contacts and your facebook. The one caveat is that **they have to be registered voters.***

*They can be friends, family, community groups, people you worship with, people you work with, or really anyone who is a registered voter!*

*You can put the names in this document <https://bit.ly/JustCaptRecruitment> or on your own paper.*

[Give people 3 min to fill out their lists]

*In Chat* - *Each person lists how many people did you think of?*

*Wow, the total number of potential volunteers just from today is \_\_\_\_\_! Now let's talk about how we pitch them to join us!*

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## Recruitment - Join my team -

### SLIDE 31

There are 6 steps to getting someone to join the team.

- 1) Share your reason for working on this issue and a little bit about the campaign plan
- 2) Ask if this issue is important to them
- 3) Share the plan to win
- 4) Make the ask to help gather signatures
- 5) Get a commitment
- 6) Give them an assignment to sign people up today and come to a training

Look over the [Elevator Pitch document](#) (make a copy).

*Circle or note the top 2 things that resonate with you that would be compelling to help recruit volunteer signature gatherers.*

*Everyone spends 3 minutes working on creating the “pitch” (page 2 of the document) to recruit friends and colleagues to join your team.*

### SLIDE 32

*In a breakout room (pairs/trio) discuss your ideas and get feedback. (5 minutes)*

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## Commitments -

### SLIDE 33-34

[Ok, now we're ready to make commitments](#) - drop this link in the chat

- 1) Commitment form! [Link](#) in the chat. I would like folks to fill out this form if you are ready to be a justice captain. Would anyone like to verbalize their commitment?
- 2) Join the signal chat. [Link](#) is in the chat
- 3) Ask 4 people to join your team in the next 48 hours and have them sign-up here (drop link in the chat) and share your results in the signal chat
- 4) Everyone needs to complete their petition circulator training, which you can take anytime online.

*It only takes about 20 mins [bit.ly/PetitionTrain](https://bit.ly/PetitionTrain)*

~~*Schedule a 1 hour training for your team between as soon as possible. There will also be local training with our state partners that you may be able to join.*~~

*Also, if you have other friends who want to be captains please sign them up and keep a look out for a shared calendar of events.*

*We are going to be asking captains to add events between August and February that we can gather signatures. These can be things like festivals, back to school events, clubs etc.*

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**SLIDE 35 Closure**

I am going to [drop a document](#) with all of these links and also email it out to you.

- *As we close, type one word in the chat to describe how you're feeling about this effort? Fill out BOB Captain Team Member Brainstorm*

***FOLLOW UP - PLEASE SEND WITHIN 24 HOURS OF TRAINING***

Send this follow up email to all attendees:

Hi all,

Thank you all so much for joining last night. If you haven't already done so, please take the [Circulator Training](#). Please have all team members that you recruit [fill out the volunteer sign up form](#) and also take the Circulator Training.

[For all other relevant links, here's a handy doc containing all of them!](#) Please reach out if you have any questions.

I'm so excited to work with all of you and change our state for the better!