

CAMPAIGN TO GET TO MAY DAY

[MAKE A COPY OF THIS FOR YOUR OWN USE]

Use this worksheet to organize your school on the path to May Day. You'll want to answer the questions in the yellow box with your Organizing Team - students and workers in your school who take responsibility for pulling off a non-cooperative action on May Day 2026.

- CAMPAIGN:** Figure out what you're demanding on May Day.
- CALENDAR:** Plan the recruitment, skills, leaders, and actions you'll need to get to May Day.
- RECRUIT:** Recruit new people from all across your school to join your campaign.
- ACT:** Plan and execute a successful action on May 1st 2026.
- ABSORB & REFLECT:** Bring action participants into your membership. Reflect on your action and move forward.

STEP ONE: PLAN YOUR CAMPAIGN

A good campaign builds our movement's power by activating new people, applying pressure to the political system, and winning demands that inspire people to take on even bigger fights. On [May Day 2026](#), students, workers, and communities across the US are demanding that our nation's politicians hold billionaires accountable and:

1. **Tax the rich** so our futures, not their fortunes, come first.
2. **ICE Out.** No private army terrorizing our communities.
3. **Votes for working people**, not corporate power.

At colleges across the country, students are demanding colleges that serve us, not billionaires, ICE, and corporations. Consider the options below.



Demand: (COLLEGE), drop ICE!
Cut off contracts with



Demand: (COLLEGE), cut the cost of tuition so we can afford



Demand: (COLLEGE), ban ICE from campus and pay workers

corporations like [Hilton](#), [Enterprise](#), and [Flock](#) that enable ICE to operate.

Target: College admin, and corporate ICE enablers.

Villain: ICE and the authoritarian politicians that fund ICE.

it!

Target: College admin and politicians that set the price of tuition for your school.

Villain: Billionaires and corporations that won't pay their fair share to fund our colleges.

a fair wage.

Target: College admin, who set wages and can choose to ban ICE from campus.

Villain: ICE, billionaires, and corporations that terrorize communities & deny workers their dignity.

Hundreds of students and workers across the US are demanding their colleges cut off their contracts with corporate ICE enablers. Already, companies like Avelo Airlines, Spotify, and Hilton are feeling the heat for choosing to house, support, and advertise for ICE. [Find out if your school contracts with an ICE enabler and join hundreds of colleges committing to the Schools Drop ICE campaign here.](#)

Your campaign should have a few key features:

1. **A demand:** What are you asking for? Get specific: “*cut off your contract with ICE enabler Hilton by May 1 2026 or we strike!*” The campaign is won when we get what we’re demanding. Good demands are things that a lot of people care about .
2. **A target:** Likely your college’s administration, who have the power to give you things like cheaper tuition, banning ICE from campus, or cutting ties with ICE’s corporate enablers.
3. **A villain:** Who’s at fault for the problem you’re trying to solve? Trump, ICE, and the billionaires who rigged the system.
4. **An escalating arc:** At first, we’re asking our target to give us what we’re demanding. They’re not likely to just give it to us immediately - we need to apply increasing levels of pressure until our target chooses to side with us instead of siding with the villain.

Questions to Consider:

- What are the most widely, deeply felt demands on our campus right now?
- What is a demand we can win in 2026 that builds our power so we can take on bigger fights?
- Is our school choosing ICE and billionaires over students and workers? Does our school contract directly with ICE or its corporate enablers?

Key Decision Your Organizing Team Needs to Make:

- A clear demand (drop this ICE corporate contract, lower tuition to X amount, pay workers X amount...).
- A clear target (one person or group that can give you your demand).
- A clear villain (show how billionaires, ICE, Trump rigged the system).

STEP TWO: PLAN YOUR SPRING CALENDAR

On the path to May Day, there are a few key steps your campaign can take to grow your base from a small team of organizers to thousands taking action. Determine which steps you should take on your campus:

1. **KEY: Launch your campaign.** Make your demands clear to your target and your college community. Campaigns that win launch a [petition](#) (so ordinary people can sign on to your demands), a [mass meeting](#) (so interested people can learn more and plug into clear roles), [social media graphics](#) (to reach new people), and getting a few key people or organizations to own the campaign with you (your organizing team). *ASAP*
2. **Take Action Early.** Practice taking action before May Day by [delivering your demands \(and ideally a bunch of petition signatures\) to your target](#). Host a rally, banner drop, or a wide-awake action. Learn how to plan an action here. *ASAP, 10-30 people and 5 action leaders.*
3. **Host a Mass Meeting.** Use [our template](#) to train up 30-50 people at your school on non-cooperation and to come up with creative action ideas for May Day. *March, 30-50 people and 5 meeting leaders.*
4. **Host a Strike Party.** Use the [Strike Party Template](#) to host a fun event that brings new people into your campaign. *April, 50-100 people and 10 action leaders.*
5. **KEY: Host an Art Build.** Use the [Art Build Template](#). *April, 10-20 meeting leaders.*
6. **KEY: Host a May Day Action.** Use the May Day Action Planning Template to plan and execute your action. *May Day, hundreds or thousands of people and 10-20 action leaders.*
7. **KEY: Absorb New People.** Use the Debrief & Mass Meeting Template to rest, reflect, and absorb the people from your campaign into long-term organizing with you moving forward. *1-2 Weeks After May Day, 100 people and 10 meeting leaders.*

Questions to Consider:

- Do all of these campaign steps make sense for our school?
- Who is recruiting to or leading each action, training, or meeting?
- What actions, trainings, or meetings fuel our organizing – and what will burn out our organizers?

Key Decision Your Organizing Team Needs to Make:

- When will we host each action, training, or meeting before 5/1?
- What are our turnout goals for each action, training, or meeting?



STEP THREE: RECRUIT TO YOUR CAMPAIGN

Our May Day actions are most likely to win their demands if we get a lot of people - a LOT of people - to join us. There are three key ways you can recruit new people into your campaigns,

1. [Absorb new people from trigger moments.](#)
2. [Build a coalition with other unions and organizations on campus.](#)
3. [Break down your school down into classes, dorms, or other units and recruit new people.](#)

Build a Coalition On Your Campus

A couple hundred people walking out of school and work is powerful, but it's not enough. The good news is that [nationally many organizations and unions](#) are already planning to go big on May 1 2026. But many local groups might not know about May 1 or don't have a plan around it. You can use [this email template](#) to reach out to partners! Consider reaching out to the following groups:

- [Democratic Socialists of America](#)
- Jewish Voices for Peace
- 50501
- Indivisible
- ICE Watch Groups
- 350
- AFT, NEA, and AAUP are educator unions – they likely have members at your school.
- There are many other unions, like Unite HERE, SEIU, and UAW.
- Student Government
- Affinity Groups (Black Student Unions, Hispanic Student Associations)
- Other Political or Issue-Based Clubs

Absorb New People from Trigger Moments

When ICE killed two people in Minneapolis, millions of Americans went online searching for something to do. When people are outraged, we have the opportunity to give them meaningful ways to build power together. If a “trigger moment” happens in your community on the path to May Day, consider:

- Putting out a social media graphic that directs people to a simple, quick action they can take - sign a petition, sign up for an emergency meeting. This helps you get contact information for people who are ready to act.
- Hosting a mass, emergency meeting to help people make sense of the world (why is this happening? What can we do to win a better world?) and plug into a more meaningful action with your campaign/organization.
- Potentially, shifting your campaign strategy or calendar to reflect these new conditions.

Questions to Ask Your Organizing Team:

- Who already agrees with us and could join our action? How will we recruit them first?
- Who has power on campus or in my community (unions, student associations, affinity groups, individuals) who we should bring into our campaign?
 - How will we bring them into our campaign launch or the big action training/planning session?
- What creative recruitment tactics will we use along the way to May Day?

Key Decision to Make:

- Identify 5-10 other organizations you'll invite into your campaign or May Day action.
- Set a goal # of petition signatures.
- Set a goal # of people who attend each event (start small, with your largest goal on May Day).

STEP FOUR: TAKE ACTION ON MAY DAY

Use the [May Day Action Plan Template](#).

STEP FIVE: ABSORB AND REFLECT

Make a plan to absorb people from your first meetings or actions into your campaign, and then from May Day action into your membership afterwards. A strong absorption plan requires five things:

1. Get people's contact information on the spot, at the action. Appoint an Absorption Captain on your team (or multiple people) to collect signatures on May Day.
2. Text and call each person - ask them why they participated to understand their motivations. Share why you're in this campaign.
3. Invite them to a next step - a meeting, a training, a potluck, anything - to stay involved. Get a clear commitment from them to attend.
4. Set up a longer time one on one with them to bring them into your campaign and give them a clear role.

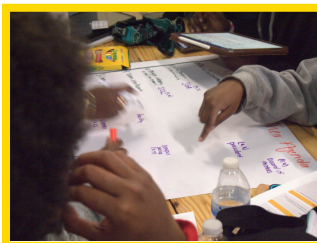
Use our [May Day Absorption Plan Template](#) to prepare for May Day and grow your membership.

Questions to Ask Your Organizing Team:

- How do we want to contact people after May Day as the semester ends so they come back in the fall?
- How do we want the action team to rest and reflect after May Day?

Key Decision to Make:

- Make an absorption plan for May Day and the 1-2 weeks afterwards.
- Schedule a debrief for the week after May Day.
- Schedule a mass meeting for 1-2 weeks after May Day.



Images: Students in January 2026 planning to organize their campuses for May Day 2026.