

February 2025

To: All Affiliates

CODE-U Messaging for Use in PERS Election

The New Jersey State AFL-CIO Public Employees Committee has endorsed John Wisniewski for election in the Public Employees' Retirement System Board of Trustees election, which starts with ballot distribution around March 24 and ends May 30. It's critical that organized labor maintains significant representation on the Board, which is why we are asking affiliates to actively support our union-endorsed Brother John Wisniewski.

Attached please find sample CODE-U messaging for the PERS election. Union members appreciate factual election information from their union. We encourage you, under your signature and union banner, to broadly share, send, text, tweet and post on your union's social media pages through this planned and coordinated initiative. Please contact John Shea, COPE Director, at cope@njafclcio.org or 609-989-8730 with any questions.

In Unity,



Charles Wowkanech
President



Laurel Brennan
Secretary-Treasurer

Sample social media and text message:

In the PERS Election, experience pays dividends. Vote Today! Vote Union! Elect John Wisniewski as Trustee! Go to <https://njafICIO.org/pers/> to learn more.

Don't miss out! Your future is at stake!

Municipal Workers: Your Future is at Stake!

Vote the Union Label!



Our Union Brother, John Wisniewski

has a proven record, and he has earned the endorsement of the Public Employees Committee, NJ AFL-CIO.

Click here to find out more!

Ask your Employer for Your Ballot and Vote by 5/30

By Phone

Online

By Mail

[Link image to njafICIO.org/pers](https://njafICIO.org/pers)

Draft blast email:

Subject line: Your Retirement Security is at Stake in the PERS Election

When you receive your PERS ballot, please consider voting to elect CWA Brother John Wisniewski as a Board Trustee.

The money you have invested in the Public Employees' Retirement System will give you a comfortable lifestyle after you finish your service to New Jersey ... if the Board of Trustees continues to act in your best financial interests.

That's why it's important to elect a Trustee who has always put his fellow workers first. That's why it's important to elect a rank-and-file union brother who watches out for union members and their hard-earned pensions.

That's why it's important to vote to elect John Wisniewski, the union-endorsed PERS Trustee who will be a watchdog on your behalf and who will ensure that state pension funds are managed wisely if you elect him.

On or after March 24, your employer will give you your PERS ballot. Voting by mail, by phone or online starts the minute you get the ballot and ends May 30.

Visit <https://njafICIO.org/pers/> for information about this important election.

Letter from Local Union/Union Newsletter Article:

Dear (first name):

Please consider voting to elect CWA Brother John Wisniewski as a PERS Board Trustee.

The money we have invested in the Public Employees' Retirement System will give us a comfortable lifestyle after we finish our service to New Jersey ... *if* the Board of Trustees continues to act in our best financial interests.

In other words, our retirement security is at stake.

That's why it's important to elect a Trustee who has always put his fellow workers first. That's why it's important to elect a rank-and-file union brother who watches out for union members and our hard-earned pensions.

That's why it's important to vote to elect John Wisniewski.

Our union has endorsed John Wisniewski for PERS Trustee because he will be a watchdog on our behalf, and because he will ensure that state pension funds are managed wisely if we elect him.

On or after March 24, we will receive our PERS ballots at work. Voting by mail, by phone or online starts the minute we get our ballots and ends May 30.

John Wisniewski is our union's choice for PERS Trustee.

Phone Script

Hi { FirstName }! This is { VolFirstName }, a volunteer with the { Union }. I'm calling voters to get out the vote in the 2025 PERS Election. Vote John Wisniewski to protect your pension. Can we count on your support?

Spoke Text Script:

Hi { FirstName }! This is { VolFirstName }, a union volunteer texting union households in support of John Wisniewski for the New Jersey State Pension Board. John is a member of CWA Local 1032. John is the union choice, endorsed by the New Jersey State AFL-CIO. Have you voted yet?

1. **If Yes:** Great, thank you for being a voter! Can you reach out to coworkers to ensure they vote as well? If they have any questions about voting, please share this link with them: <https://njafcio.org/pers/>
2. **If Yes/Opponent:** Thank you, have a nice day.

3. **If No:** There's still time to vote! Please vote by mail, phone, or online by May 30th. If you or your coworkers have any questions about voting, please go to this link to find answers: <https://njafclcio.org/pers/>

4. **Boilerplate Responses**

1. What is the Pension Board? Pension Board Trustees watch out for the best interests of retirees and future retirees. They have the responsibility for the proper operation of the retirement system, which is run by the New Jersey Division of Pensions & Benefits.
2. Deadlines – Make sure you have voted by mail, phone, or online by May 30. When you vote, please consider supporting labor's endorsed candidate, John Wisniewski.
3. How to vote/Lost ballot/More Info (website) – Many voters have questions about voting. We have put together everything you need to know all in one place. Go to the website at <https://njafclcio.org/pers/> to find out more. Please consider supporting labor's endorsed candidate, John Wisniewski.
4. Thank You – Thank you, have a great day.
5. Wrong Number – Thank you for letting me know! I'll make sure this is reflected in our list. Have a great day.
6. Moved – Thank you for letting me know! I'll make sure this is reflected in our list. Have a great day.
7. You're welcome.
8. Deceased – We're sorry for your loss. Thank you for this information, we will update our list.
9. Candidates/Who should I vote for? Our union has endorsed John Wisniewski.
10. How did you get my number? Union members like me are working with your union and reaching out to encourage everyone to vote this year.
11. What is the AFL-CIO? Great question! Your union is part of a broader organization of labor unions in NJ! I'm a member of another union volunteering in your area. You can learn more at the NJ AFL-CIO website: <https://njafclcio.org/pers/>