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## TOOLS

# Template for Testimonials

We are the best messengers for why we are organizing a union and what we hope to accomplish. Using pictures and quotes can be an effective way to keep our message and our members front and center. Here's why it works.



### IT'S PERSONAL

**Quotes from people you know at work personalize why forming our union is important for each one of us:**

- include people that others know and respect;
- quotes should talk about why forming a union makes a difference for that particular person; and
- connect individual experiences to the larger themes of the campaign.

### IT'S SIMPLE

**For most things, long wordy explanations tend to backfire, because people stop reading:**

- have a title that captures the message you want to convey;
- keep quotes short—you can tell a story, but make one point; and
- pictures add color and visual interest.

### IT'S US!

**This is our union. We make the decisions and we make our union strong.**

Use photos, quotes and signatures as much as you can to connect every written message to the people who are the union itself.

It doesn't have to be fancy or complicated. Remember, it works because it's us. **Here's an example:**

## Together We Are Stronger!

Bring your bargaining survey on Tuesday and remember when we stand together, we will have a say and the power to win fair pay, affordable health insurance, and respect for our work and our families.



"I got a second job last year when our health insurance premiums skyrocketed. When we form a union, we'll be able to win improvements in pay, benefits, job security *and* respect. Then, I can be home to help my son with his homework."

—Carrie

"*This* used to be *the* place to work. Wow, things have really changed. We're now behind the pack in standards and pay and benefits. When we have a union and a say, we can make a difference."

—Michonne



"Management is always making up new rules for us but there are never any rules for them and how they treat us. That's got to change, and it will change when we all stand together in our union. That's why I'm voting YES for our union."

—Jon

Bring your bargaining survey on Tuesday and have your say!