

## TIPS

# How to Pick Issues That Build Power

Developing mini-campaigns around issues that are important to the people in your workplace help bring people together and experience how the union works. Here are some quick tips to picking good issues.

- ✓ **THE ISSUE IS WIDELY FELT**  
How many people care about this issue? A majority of the workforce, or just a few?
- ✓ **THE ISSUE IS DEEPLY FELT**  
How passionate are people? Are there enough people willing to take action?
- ✓ **IT WILL MAKE A DIFFERENCE**  
If we succeed, will the change make a difference in people's lives?
- ✓ **IT'S WINNABLE**  
Are there clear actions we can do and a path to follow to make a change?
- ✓ **IT BUILDS THE UNION**  
The issue brings people together to understand the power of having a union.



### Set Goals and Get a Plan

Setting S.M.A.R.T. goals will help the team succeed:

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound