

TIPS

Neutralize Anti-Union Messages

One of management's most powerful weapons in the anti-union campaign is portraying "the union" as a third party or outside entity. Management often states that "the union" will interfere with workers' ability to communicate directly with management and take away their individual choices in the workplace. The organizing committee must work relentlessly to combat this message. Here's how we can do it!

✓ TRAIN LEADERS

Train and mentor the organizing committee members to be the messengers of the campaign. After all, they will help lead the local union in the future. The campaign is an opportunity to gain valuable skills and experience.

✓ IDENTIFY GOOD MESSENGERS

When there is a leaflet to be passed out, people at the workplace should be the ones passing out the leaflet—not union staff. Similarly, when committee leaders are the messengers to the community and the press, it's clear who's organizing the union!

✓ MAKE SPACE FOR COMMITTEE LEADERS

Be deliberate about identifying leadership roles for committee members throughout the campaign. Provide support and guidance so they can assume these leadership roles in meetings, actions, delegations, etc., with confidence.

✓ WATCH YOUR LANGUAGE

Remind folks that "we are the union" by paying attention to how we talk about the union. Instead of saying "we're joining the union," try "we're



We Are the Union

It's about people. It's about *our* union.

Make sure the people in our workplace are the face and voice of the campaign from the beginning.

forming our union.” Instead of “the union will negotiate a pay raise,” try “when we form our union, we will negotiate a pay raise!”

✓ **USE PHOTOS AND QUOTES**

Include photos and quotes from people in the workplace on written materials. This reminds people that it’s not “the union” that wants to “get in” the workplace, but their friends and co-workers who are joining together to drive these changes.

✓ **ONE-ON-ONE OUTREACH**

Have co-workers sign each other up on cards or a petition. Getting co-workers engaged is an important part of their future union work, and this is the best time to make it clear they are organizing their union.

✓ **CREATE A VISIBLE PRESENCE IN THE WORKPLACE**

Create and sustain a highly visible union presence within the workplace. Help union supporters take ownership of their campaign and show it. Find a way to ensure visible signs of support, such as buttons, T-shirts, signs, etc., are present and growing on a daily basis.

✓ **GET TO WORK!**

Encourage people to start acting like a union from day one! People do not have to wait for the company or the federal government to recognize their union, or negotiate a contract, to start acting like a union. Engaging co-workers to solve problems now shows everyone the power in numbers.

Ways to Put “Power in Numbers” into Action

- Leaders and activists do turnout for meetings.
- Take on an issue at work—get a majority to sign the petition.
- Recruit a group of co-workers to deliver the petition.
- Leaders contact community allies.