

GET STARTED!

Start an Issue Campaign

By engaging in a campaign around specific issues, we can build solidarity and experience the power of collective action. Focusing on a specific workplace issue also can help rally people's support during a union election or contract campaign, or during any internal organizing membership drive.



PICK AN ISSUE

Pick an issue that builds the union and moves the organizing campaign forward:

- a majority of workers care about it enough to take action;
- it's winnable and can make a difference; and
- it includes easy to identify actions we can take.

WHAT'S THE GOAL?

How do you define success? In addition to your issue fight, include goals for building the union. For example:

- recruit X new leaders to the organizing committee;
- get X new cards signed; and
- reach out to X new people.

DEVELOP A CLEAR MESSAGE

Messages are best delivered through one-on-one conversations:

- be specific and to the point;
- be positive, not defensive;
- slogans often catch peoples' attention;
- keep written materials short and fun; and
- timing is important.

The Organizing Committee

Our organizing committee is critical to developing and executing an issue campaign. They can:

- understand what issues people care about most;
- engage co-workers and get them involved; and
- link the issue fight to a larger campaign for the union, contract or member sign-up.

HAVE A PLAN TO GET OTHERS INVOLVED

Who else can we add to the team to make our union stronger?

- co-workers who care about the issue but are not involved in the union;
- family and friends;
- political, religious and community leaders; and
- groups that have an interest in how the employer operates in our community.

Easy Actions to Build the Union

- Surveys to research the issue
- Petitions to ask for change
- Letters to the community, politicians or to the local paper
- Buttons or stickers that send the message, but keep it fun
- Hosting a house party to engage community members

ORGANIZE AN ACTION

Direct action demonstrates power in numbers. It lets others know we are serious about making changes in the workplace:

- be clear about what you are asking for and next steps;
- prepare people leading the action about what to expect;
- think through possible outcomes and how you will respond;
- have a detailed plan for execution—turnout, what we're going to do and say; and
- think through what you will say afterward and how it all fits into building the union.