

## TOOLS

# Develop a Message

A good campaign message frames the debate in a campaign by defining what we stand for, anticipating our boss' interpretation and helping us create a message that resonates with the majority of people at work.

Here's a tool to help you figure out an effective message for your campaign.

To use this chart, discuss the following questions and take notes in the corresponding box.

1. What do we think/say about the union we are building?
2. What do we think/say about our workplace and our jobs?
3. What will our boss say about the union we are forming?
4. What will our boss say about our workplace and our jobs?

	Union Message	Boss Message
Union	1	2
Boss, Workplace	3	4