

TOOLS

Taking the Campaign Public

As a rule, avoid big public campaigns and outreach until you've built a solid foundation and think you have the tools to win. How will you know you are ready to win?



✓ **STRONG ORGANIZING COMMITTEE**

Have you built a committee that makes up 10% of the workforce and is representative of ethnicity, gender, department, job title...?

✓ **TRUE LEADERSHIP**

Is your organizing committee united and made up of respected leaders from the workforce?

✓ **CLEAR MESSAGE**

Can committee members comfortably articulate the message of why they want to form a union?

✓ **LOGISTICS IN PLACE**

Do you know where to reach people at work and at home? For example, do you have home addresses for at least 70% of the people you need to talk to?

✓ **CONFIRMED SUPPORT**

What's the bargaining unit and do you have reason to think 65% of the workforce will sign a card to support the union? What evidence do you have?

✓ **ALLIES READY**

Are there allies you want to engage at the same time the committee launches its card campaign?

✓ **A PLAN TO WIN**

Have a plan for how the card campaign will roll out to engage everyone in our campaign and take the first step to form a union.

Are You Ready? Get a Plan to Win

- How quickly can we engage everyone before the employer starts a negative campaign?
- How will the committee announce our campaign to form a union?
- How do we reach people at home so we can have good conversations?
- How will cards or a petition be circulated? Who talks to whom?