

GET STARTED

Reach a Majority on Authorization Cards

Signing cards or a petition is usually one of the steps to form a union in your workplace, but not the *first* step! Groundwork and a well-thought-out plan will be needed to develop strong majority support and the activism you need to win. Here are some things to think about:

✓ FIND THE RIGHT PEOPLE

Having a representative and respected committee of people in the workplace is key to success. A card campaign to win 70% support needs a committee broad enough to do the outreach and must include the people your co-workers respect.

✓ BUILD A LIST

Check to make sure you have the most accurate list of everyone working at the jobsite(s). You will need to know how to reach people and the number of supporters you need to reach your goal.

✓ KNOW WHERE YOU STAND

As you develop a vision for your union and learn about the process, the committee should be informally assessing whether there is enough support to win *before* asking people sign cards. Sit down together and identify people who are interested in forming a union.



Use Role-Plays to Help People Succeed

- Work with committee members to think through obstacles and tough questions.
- Brainstorm solutions and use role-plays to practice.
- Give people the skills and confidence to succeed.

✓ DEVELOP AN OUTREACH PLAN

Committee members should work together to develop a plan to reach each person on the list and figure out who should talk to whom. Individually, take assignments, and together, figure out the shortest period of time necessary to accomplish the goal.

✓ PREPARE FOR AN EMPLOYER RESPONSE

Your employer will have something to say about the organizing drive. Prepare people for what to expect. This will help people sort through fear tactics and misinformation.

Why Would My Employer Oppose Us?

When we organize our union, we will have a say in decisions about our pay, benefits and the rules at work.

That means our employer will have to share decision-making power. Employers who don't want to do that regularly campaign against their own employees to keep people from organizing a union.

✓ BE QUICK ABOUT IT

If you prepare well, the outreach and sign-up itself will go quickly. It's important that people have the freedom to discuss and decide to form a union before their employer weighs in about why they *don't* think it's a good idea. Short time frames keep people focused and reward the whole group with quick results. Build in frequent check-in times to problem solve and learn from each other.

✓ WHAT'S NEXT?

When you succeed, what's the plan? File for election? Demand recognition? Will you make an announcement and what will you say? If you *don't* reach your card or petition goal, what criteria will you use to decide how and whether to move forward? Before you begin, work through details and have a plan.