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.

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.

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