

TIPS

Confronting a Negative Employer Campaign

Routinely, employers fight against working peoples' right to have a voice at work. Make sure you and your committee are prepared. Think ahead and think through the best way to approach your employer's anti-union campaign. Check out these tips from people who have been through it.



✓ PREDICT

Work with the committee to talk through what the employer is likely to do. Think through both fear tactics and the “nice guy” approach. Predicting what your employer will say helps people interpret what’s happening as simply a tactic to stop their organizing campaign.

✓ TRAIN

Train committee members to lead others by talking to them one on one about what to expect, and challenging supervisors on false and misleading claims.

✓ OFFENSE IS YOUR BEST DEFENSE

Stay on your plan and your message. Continue talking to people and talking about the issues we care about and how forming a union will make a difference. Be wary of responding to management’s charges or issues. If you do respond, do so in a positive way to refocus the attention on the employer’s motivations.

✓ TAKE CREDIT

Take credit for any improvements in the workplace. For example; “If we got \$0.50 an hour more just by talking about the union, imagine what we can make with a contract.”

Dealing with Legal Violations

Employers routinely bend and break the law during union organizing campaigns.

Be strategic about how you respond. Filing charges should be part of a plan, not a reaction.

✓ **HUMOR**

Any employer intervention in your organizing drive can create tension. Use humor and other creative tactics to help people interpret what's happening and stay on track.

✓ **NURTURE ALLIES**

Community leaders and political allies sometimes can be effective in getting the employer to back off a bit or just by lending moral support to your committee.

✓ **CREATE A BUDDY SYSTEM**

Pair up committee members with co-workers who are feeling under attack. Stay close in touch so you can help them interpret what's happening and answer any questions they have. Keep track if people are getting scared away by the employer campaign.

✓ **NO SURPRISES**

You won't be able to predict everything, but do expect and prepare for a last-minute tactic before the election to sow doubt and fear. The employer will likely suggest that voting against forming a union is the safer and more secure path to follow.

Dealing With Conflict

An employer anti-union campaign can create fear and doubt among co-workers and create an intense emotional environment.

Don't let the divisions this may create pit co-workers against one other. Stay on message about the issues that bring people together and remind others about why we are forming a union.