

GET STARTED!

Use a Survey to Build the Union

Conducting a survey is a common tool for unions and organizing campaigns. Although surveys set out to collect particular information, remember that a survey is an effective organizing tool in itself, if it engages lots of people, motivates them to take action and moves the campaign forward. To do it well, you need a plan.



GET A PLAN

Why are you doing the survey? How will it help move the campaign forward?

- How many people need to fill out the survey to make the campaign a success?
- How many people do you need to help distribute and collect the survey?
- How long will the survey be out?
- How will you publicize the survey and the results?
- Why is it important to participate in advance?
- How will you build on momentum created by successful participation and tie the survey to action?

Tips for Successful Execution

- Use the shortest period of time necessary to meet your goals.
- Training should include the message about why participation in the survey is important, and is tied to larger issues.
- Share results, have fun and keep people motivated!

BEFORE YOU PUT OUT THE SURVEY

Besides writing the survey, map out the plan to reach your goals and involve the people necessary to succeed.

- Involve others in developing the survey and to test it out.
- Map out how the survey will be distributed—who will talk with whom.
- Individual volunteers should develop goals and a list of whom they will reach out to.
- Train volunteers and activists on having face-to-face meetings to distribute and collect the survey.
- Role play the conversation to help them think through obstacles and solutions
- Publicize the survey campaign in advance—have a kickoff date and let people know why it's important to participate.

DURING THE SURVEY CAMPAIGN

Get the most participation you can get in the shortest period of time. This will add urgency and excitement and help activists see the results of their hard work.

- Debrief with volunteers each day to track progress.
- Publicly track success and build momentum.
- Build in activities to make it fun to participate and pay attention.
- Extend the deadline only if there is a clear plan and goal for increasing participation.
- Anticipate results and plot out next steps.

Tips for Survey Design

- Use the survey to educate by putting questions in context of learning about current campaign goals.
- Use multiple choice questions to get specific answers.
- Ask people to prioritize a list of issues or proposals.
- Ask for personal experiences.
- Include a space for open-ended comments.
- Ask people to volunteer to help with an action related to the survey (rally, passing out info, attend a meeting, etc.).
- Add photos of members on the job to connect the survey to the work people are doing.
- Design a survey people can complete standing up (keep it short)!

AFTER YOU ARE DONE

Don't stop! You've met your goal and gotten lots of people excited and engaged in the campaign. How can you build on that?

- Publicize results and tie them to an action people can take.
- Follow up with people who volunteered on the survey and engage them in the current campaign goals.
- Recognize the volunteers that got the survey out and did such a great job.

Why Survey?

Surveys demonstrate we are building a democratic union and that each individual's input and action is needed to be successful.