

Union Strong Checklist

Ideas for activating co-workers.



- Reach Out to Every Member and Non-Member.** Have an “ask” ready i.e. join a committee, attend a rally, be a worksite leader, provide an email address, “like” our Facebook page, sign a petition.
- Update the New Member Packet/Materials.** Would you be excited to be an OPEIU member if you got this packet? Are the materials welcoming, helpful and do they encourage ways to become active? Will the materials provide Shop Stewards with the tools to do a 1:1 introduction to new co-workers?
- Sponsor a Worker Rights Training** or an industry focused training at the worksite to make connections with community allies and to involve a diverse group of members. Partner with other unions, universities/colleges, labor councils, church groups to broaden outreach.
- Attend New Employee Orientations.** Develop a plan with help from co-workers to present information about our union at every new employee orientation. Use an outline to make sure all information is covered.
- Create a Short Video** with testimonials from our members. Feature on website and/or YouTube, Facebook or other social media. Use the video to build support for a particular workplace issue or action.
- Organize a Community Service Action** that will involve a lot of members and provide a service in the community. Form a committee to help decide what kind of group action might be most involving.
- Establish a Shop Steward or Organizing Committee** that meets at least quarterly and takes on actions and projects in the workplace to tackle issues and report back to members.
- Build a Member Email List** to quickly communicate with and mobilize members. Create a contest to get email addresses. Develop a template to be able to send out “email blasts” easily.
- Survey Members** about what issues are most important and get ideas for making improvements. Survey 1:1, at brown bag lunches and other face to face settings.
- Look for Opportunities** to create new leaders and a strengthen solidarity when working through grievances, contract negotiations, or other workplace situations.
- Take a Stand** and organize activities to support important political campaigns and initiatives that benefit working people and their families.
- Your Great Idea.** Whatever that is, figure out the necessary resources and take action!