

# WORKSITE ORGANIZING

ORGANIZING FOR POWER

# WHY ORGANIZE?

- For power
- Power to bring fairness and a strong voice to our jobs
- WE CAN'T AFFORD NOT TO!





# WHEN DO WE ORGANIZE?

- Every chance we get
- Each building should have an intentional organizing campaign when appropriate issues arise
- Develop a specific timeline with clear benchmarks and milestones

# MAPPING

- Visual depiction of work site
- Shows location & spatial relationship between & among members/potential members
- Helps identify clusters of members, new employees & veterans, hot spots & dead zones, where conversations have occurred or not
- Helps identify leaders





# ASSESSMENTS

- A uniform assessment system should be used:
  - 1 = (active) Union Member
  - 2 = Union Supporter
  - 3 = Still open/fence sitter
  - 4 = Anti-union
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- We always want to move people to action; move 3's to 2's and 2's to 1's

# THE ORGANIZING CONVERSATION



- Effective organizing is a result of building relationships, one at a time, over time, through structured one-on-one conversations
- The most effective way to identify issues in order to agitate around these issues



# BASIC ELEMENTS OF THE ORGANIZING CONVERSATION

- INTRODUCTION
- GETTING THE STORY
- AGITATE AND EDUCATE
- THE UNION VISION
- INOCULATION
- THE "ASK"
- Keep the door open for further contact

# THE ORGANIZING CONVERSATION

- Objective – have at least one organizing conversation with, and assessment for, every member
- 20-30 minutes
- 70/30 principle