



All In!

Campaign Toolkit



All In!

Campaign
Toolkit

Unifor Organizing Department

- AUGUST 2015 -

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1

Let's get started!

1. LET'S GET STARTED

First things first: organizing is more than just a word, more than a department in your union's national office, and much more than the action of cleaning up your cupboards at home once in a while.

Organizing is all about the process through which workers come to understand that, by working together, they are thousands of times stronger than on their own. Organizing is about realizing the power that we can have through a union, and following it all the way through to gains at the bargaining table.

Organizing is a challenging, long-term, exhilarating and incredibly rewarding process, both for the workers involved, their new local union and for the national union who welcomes new members.

Everyone has an important role to play in exposing non-union workers to the benefits of engaging in the process of joining the union. Whether you are a rank and file member, elected leader, or staff, there's something you can do.

The All In! Campaign is meant to encourage everyone to play an active and helpful role in organizing new members and to give you tools and ideas to do so. With this campaign, we hope that you will ask yourself the following questions:

- **Is there anyone I know who is not a union member but could benefit from joining?**
- **Are there workers in my workplace who could become part of our union?**
- **Are there groups of workers who face precarious conditions (contract, temporary, fluctuating jobs) that we could support, in our workplace or in the community?**

1. LET'S GET STARTED

You should see this kit as your starting point—your first step towards organizing new members. The campaign itself includes a series of training sessions, tools and materials that will help you answer these questions. You will learn what “*mapping*” means, and how you can apply it to identify potential groups of workers.

If ever you get stuck, don't panic! Many people have experience in organizing within Unifor and can help you along the way. Our contact information is included in this booklet—don't be shy to get in touch!

We're excited to embark with you on this mission to organize more workers: *to find more people that could also be “all in!”*

So let's not wait any longer.

**Let's educate,
mobilize and
organize!**



2

Organizing Definitions

2. ORGANIZING DEFINITIONS

Organizing: what does it mean?

Here is a formal definition from the Merriam-Webster dictionary:

... to form an organization, specifically:
to form or persuade workers to join a
union.

Well, that is one way to put it. We took some liberties and defined it even farther:

... the act through which workers
realize their power potential and give
themselves a collective voice through
a union.

There we go. That is a good starting point.

Organizing is important, but why?

I am a union member. I am from a unit that has been organized for decades. Why would I bother reaching out to non-union workers?

Unions organize to provide workers with a voice at work. With union representation and collective bargaining, workers have the opportunity to protect and improve their working conditions and living standards. We organize because what we want for ourselves we want for everyone. Organizing builds and strengthens our union. It's not just about numbers. It's about our strength and vitality as an organization. New members create new enthusiasm. Increasing union membership and density builds our influence with employers, in the sectors where we represent workers and enhances our presence in the community.

2. ORGANIZING DEFINITIONS

Where do we even start?

By reading this campaign tool kit, you are on the right path!

At Unifor, we take a pro-active and strategic approach to organizing. We make organizing a priority at every level of our union—from elected national leaders to rank and file members. Members play an important role in our organizing program since you are the eyes and ears in each and every one of our workplaces.

Unifor members become involved in organizing by providing contacts and leads, by talking to friends and neighbours about the benefits of unionization, by becoming involved in their local's organizing efforts and by becoming member-organizers and participating in Unifor local, regional and national organizing campaigns.





3

Take
Action!

3. TAKE ACTION!

An important part of organizing is being creative: it helps to think outside the box and have new ideas of workers who could join our union. Here are a few to get you started.

What you can do in your workplace:

- Map your workplace. Use mapping tools ([see page 21](#)) to determine who is in your bargaining unit, and who could be.
- Talk to co-workers about the union and the importance of organizing.
- Organize and promote a “know your rights” event for your fellow union members ([see page 31](#)).

What you can do in your community:

- Organize and promote a “know your rights” event in your community for non-union workers ([see page 31](#)).
- Reach out to workers in your community who are traditionally not represented in your local union. Ask how you can provide support and solidarity ([see page 41](#)).
- Map out your community. Start with groups and coalitions you work with and identify new organizing opportunities ([see page 21](#)).

What you can do in your local union:

- Fill out the local union score card to measure how you fare on participating in organizing (see page 53).
- Conduct a survey for your members to identify new organizing leads (see page 55).
- Invite someone from the organizing department to do a presentation at your executive board or membership meeting. See what else you can do to increase awareness about organizing among elected leaders and local union members.
- Identify what organizing opportunities could increase your power at the bargaining table.
- Develop a plan for your local union's organizing priorities.
- Assign an organizing liaison to work with national organizing staff.
- Schedule an organizing awareness training session for members.



4

Organizing tools & tips

4. TAKE ACTION!

10 ways to be an organizer and build our union

1. Share your story about being a unionized worker to other workers and family members.
2. Bring one new person to your union's meeting or event.
3. When people around you make erroneous statements about unions, correct them and share your experience!
4. Read up on the CLC's Union Advantage campaign and learn the facts about the advantages enjoyed by union members in your area (<http://canadianlabour.ca/why-unions>)
5. Engage your local union and discuss potential groups in your sector or area that could benefit from being members of Unifor.
6. Identify local groups of workers who cannot organize and could benefit from working together as a community chapter.
7. Ask a non-union worker if they have ever considered unionizing.
8. Send letters to newspapers when they offer biased reporting against workers and unions.
9. Participate in solidarity events for workers in your community who are on strike, locked out or who are organizing their workplace.
10. Highlight the positive actions that your union and local union are doing every day! Visit www.unifor.org for regular updates.

10 principles: the key to successful organizing campaigns

Every seasoned organizer knows that there is no magic recipe to a successful organizing drive. That being said, the following principles, if respected, help to build well-rounded, practical campaign with a higher chance of success for the workers.

1. Organizing is built on one-on-one communications.
2. Organizing requires meticulous preparation and attention to detail.
3. Campaigns must be owned by the workers—organizing is about building a union.
4. A large, representative, active inside organizing team is the key to winning campaigns.
5. The union must develop, with the workers, a winning strategy.
6. We need to build a strong majority around clear issues and a unifying message.
7. Expect fierce opposition (and plan to counter it).
8. Move campaigns fast!
9. A signed card does not necessarily mean a yes vote.
10. Building a union doesn't end with winning the vote.

4. TAKE ACTION!

Mapping 101: a key organizing tool

Mapping is an organizing tool which helps us build a visual representation of a single workplace or a series of workplaces. Mapping helps us to visualize and assess where we have support, where we do not and where we can create some inroads.

WHY USE THIS TOOL?

Mapping can be done in different ways and for different reasons. The most basic reason why we use it is because it has been demonstrated (in research and in experience) that it is the most effective way to assess current support for an issue or campaign, and to make a plan to increase it.

Whether we are using the tool to assist a non-union worker to compile information for a future union organizing campaign in their workplace, or helping to identify members from our own workplaces who might help to reach out to workers or have more information that could support a campaign, mapping is a very useful tool.

Mapping is one of the key achievable goals of the organizing team. The process and the product at the end are both useful in developing the organizing team and knowledge for the drive.

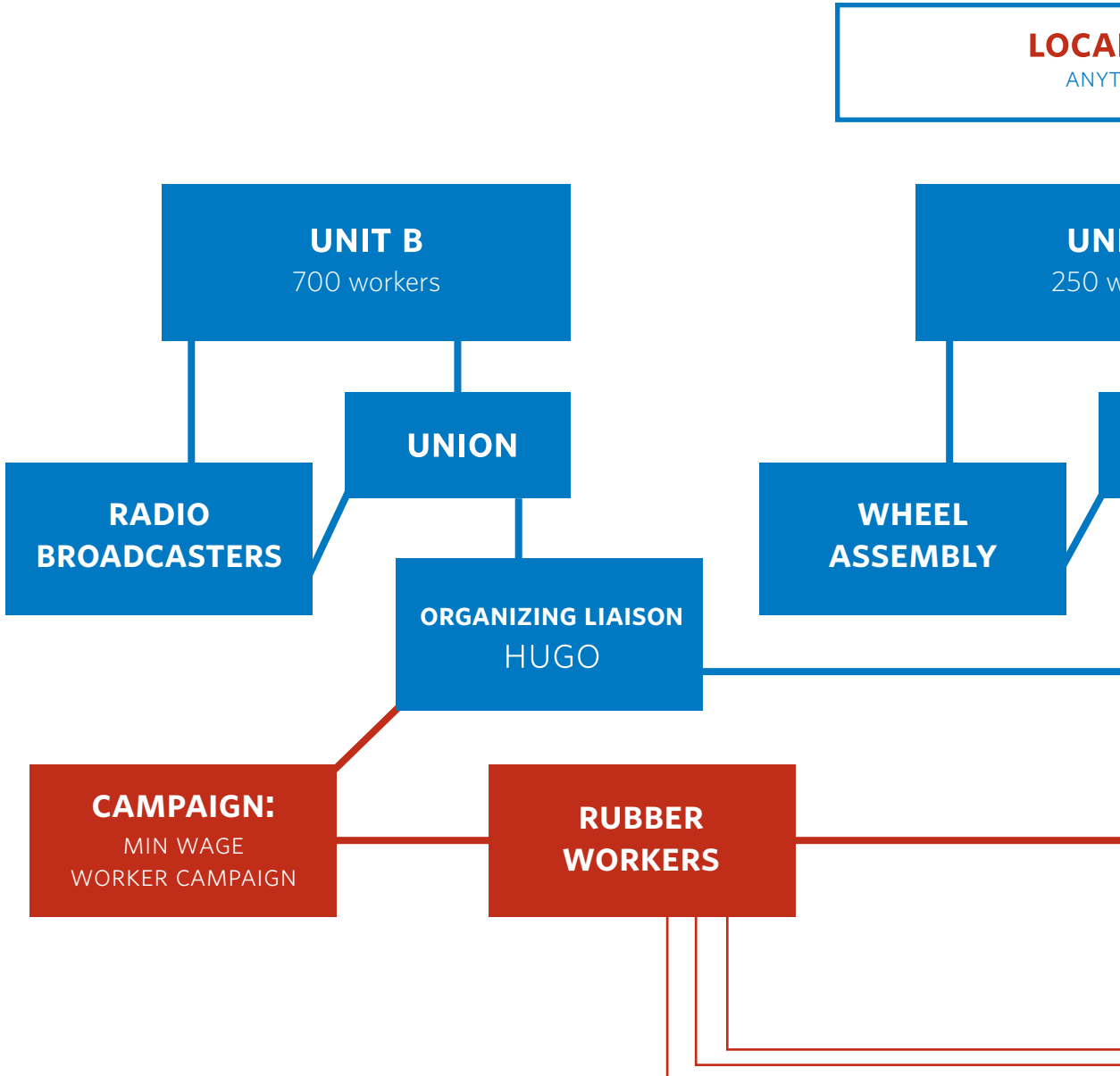
HOW TO START

Get together with members of your organizing team—they could be members of your local union, activists, or others you are working with to get a campaign off the ground. Mapping should be done as a group project because no single person holds all the answers. Work with an organizer from the national union to guide you in the right direction.

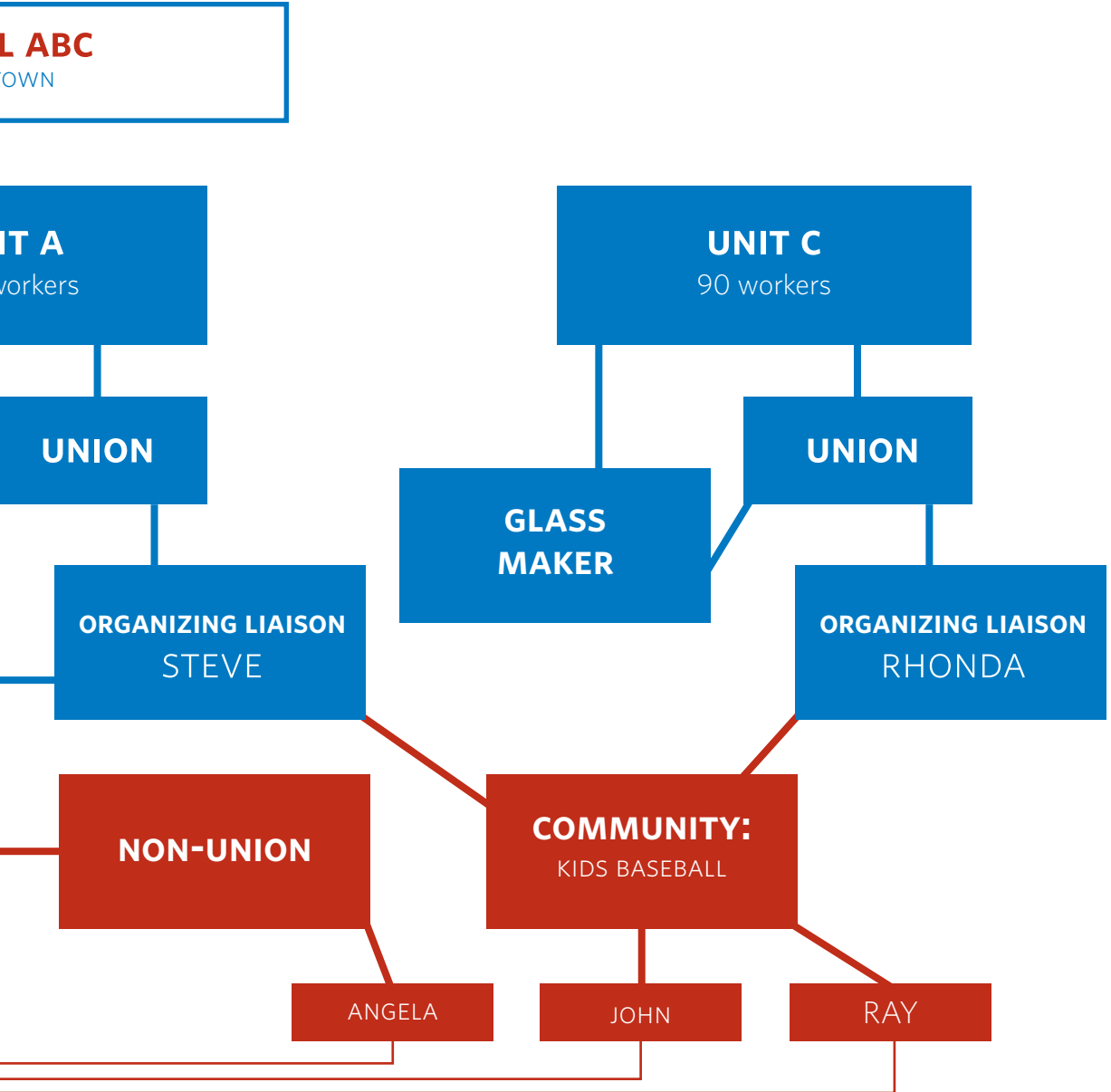
- Use flip chart paper and markers so that everyone can include their input.
- Draw the workplace and include the physical locations of workers, management and other relevant information connected to the workplace (for example, suppliers). Your map should also include activists that you can engage to assist in building support or getting further information.
- Keep your map up to date! Revisit your map as a group and see what additional information you can add to it. Maps are never completed in a single round.

4. TAKE ACTION!

WORKPLACE MA



MAPPING EXAMPLE



4. TAKE ACTION!

WORKPLACE MA

EMPLOYEE
ENTRANCE

EMPLOYEE P

BATHROOM

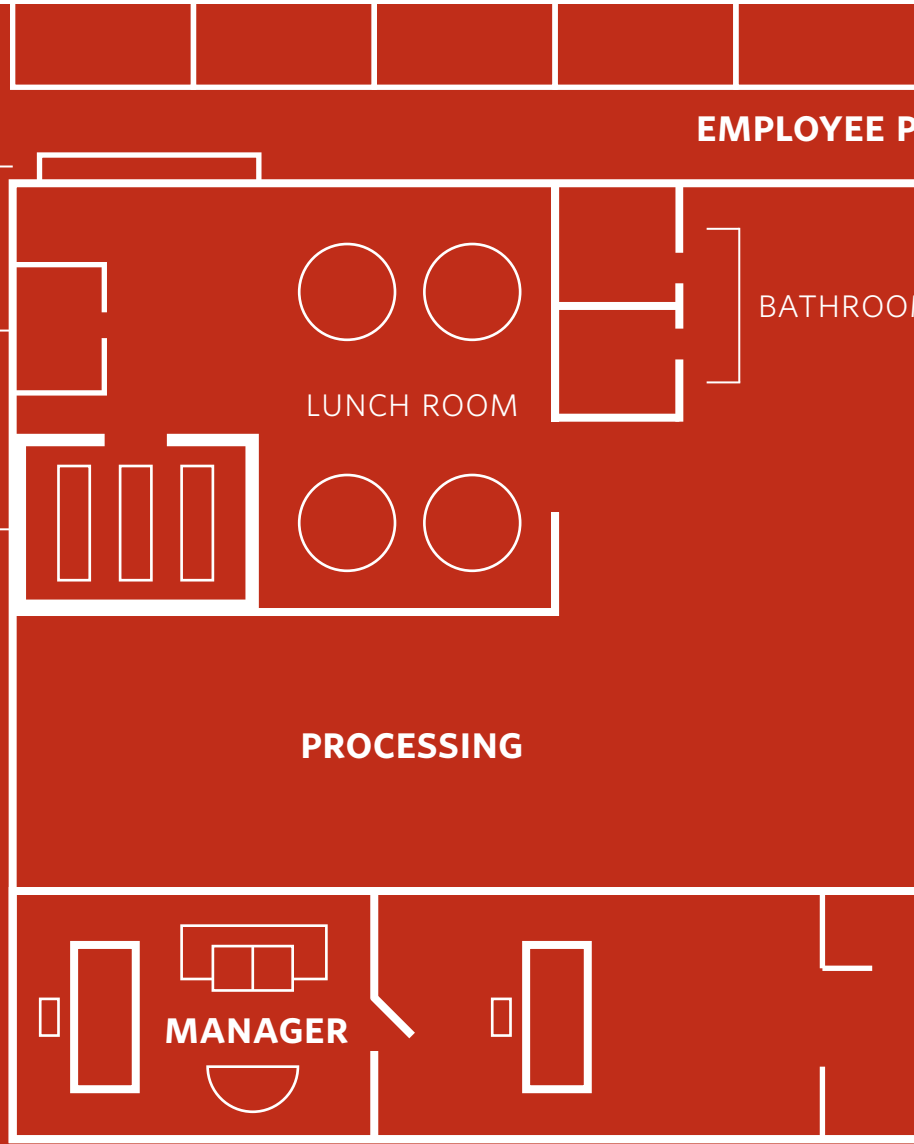
BATHROOM

LOCKERS

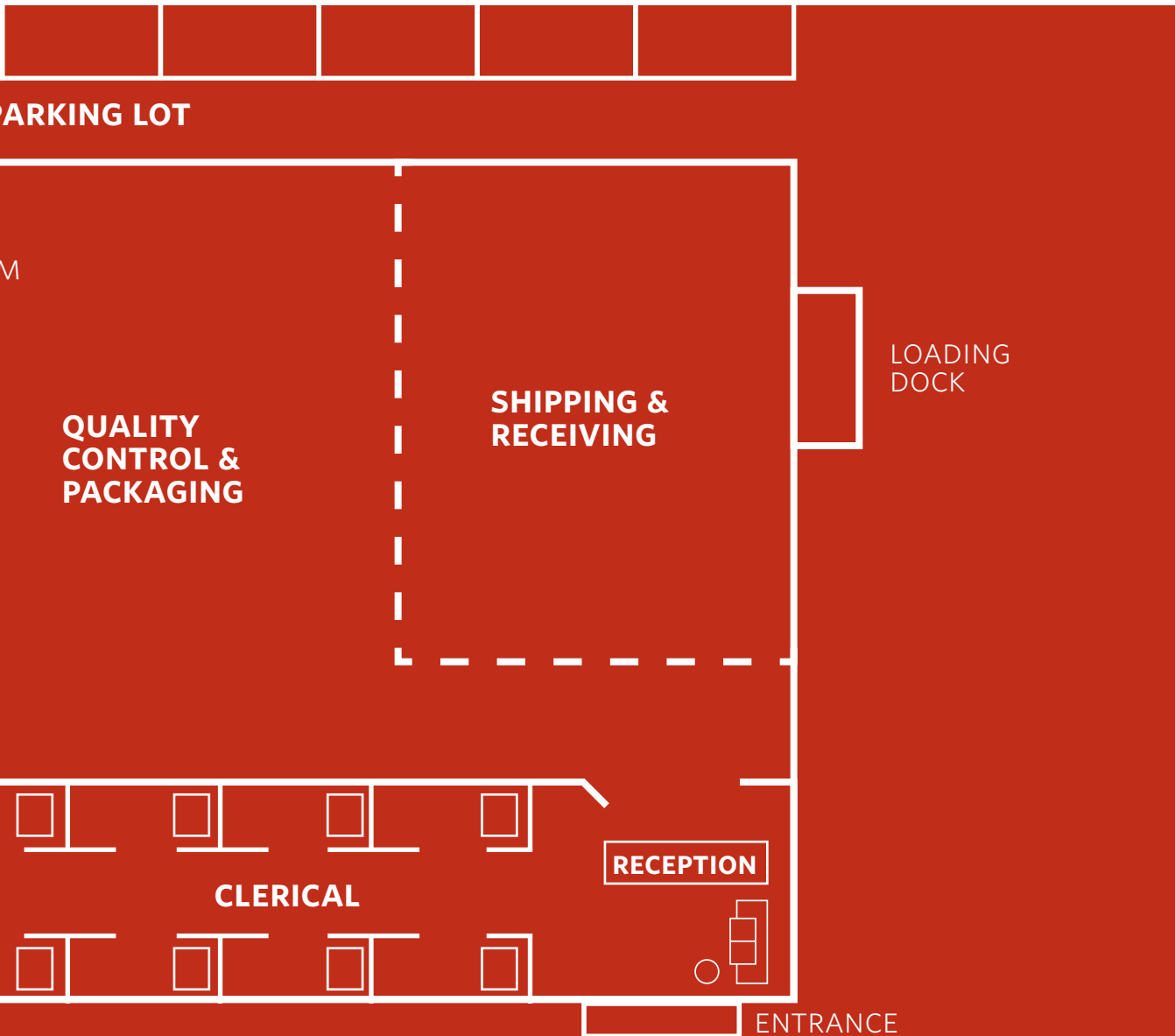
LUNCH ROOM

PROCESSING

MANAGER



WORKPLACE MAPPING EXAMPLE



4. TAKE ACTION!

Workplace Mapping Checklist

Before you start mapping, consider having your organizing team fill out the following questionnaire.

Who manages the facility?

Who owns the facility?

How many workers are:

Full-time

Men

Part-time

Young workers

On-call/agency workers

Workers of colour

Women

What are the predominate languages in this workplace?

What are the hours of operation?

What are the shifts?

Do employees have a separate entrance?

YES NO

Do employees have a break room?

YES NO

Do workers hang out somewhere after work?

YES NO

Do we have names of workers in any of the areas or departments?

YES NO

Do we have names of any supervisors in any of the areas or departments?

YES NO

Do employees have a separate parking lot?

YES NO

Is there an area where workers take breaks?

YES NO

How are people getting to work?

Are there areas where I can access information about the employees?

(example: Employee of the Month, schedules, workplace newsletters etc.)

YES NO

Do we know about any incidents of harassment or discrimination?

YES NO

CONTINUED ON NEXT PAGE >

4. TAKE ACTION!

Are there any health and safety hazards in the workplace that the employer needs to address?

YES

NO

IF YES, PLEASE ELABORATE:

What are the major workplace concerns?

Who are the identified leaders in your workplace?

Is overtime mandatory?

YES NO

Is overtime allocated fairly?

YES NO

What benefits (health, vision, dental, pension) do workers receive?

Does everyone receive the same benefits?

4. TAKE ACTION!

Organizing a successful “know your rights” event

As union members, we sometimes forget that the information we get through our union and through collective bargaining is something that non-union workers don't have access to. Part of our work as union-members is to extend that knowledge to those workers who might need it most.

The following checklist will help you open the doors of your workplace or local union to invite non-union workers and share with them some of your knowledge.

The event is called a “*know your rights*” event: it is vague for the simple reason that it can be adapted according to the information you want to share with others.

Know your rights

What knowledge and expertise can your local share with non-union workers?

What knowledge and expertise could your members benefit from?

THREE MONTHS BEFORE THE EVENT

1. Decide on the goals of the event.
2. Gather a small team to help organize the event.
3. Assign an event coordinator.
4. Get cost estimates (food, venue, materials, etc.) and decide on what budget/costs are possible for your local.
5. Decide on time and date.
6. Call the national organizing department to tell them about your plans for the event.
7. Make list of guest speakers and topics for the event.
8. Create a promotional poster for the event.
9. Start developing a plan to outreach to your target audience.

TWO MONTHS BEFORE THE EVENT

1. Prepare final copy of the poster or invitation to the event.
2. Make a list of locations where posters can be dropped off or posted.
3. Order materials and food.
4. Send out an invitation to guest speaker(s).
5. Decide what to include in packages of information for participants.

4. TAKE ACTION!

ORGANIZING A SUCCESSFUL “KNOW YOUR RIGHTS” EVENT

ONE MONTH BEFORE THE EVENT

1. Distribute posters.
2. Review and create required signs, such as registration, directional, etc.
3. Finalize the plan for the event with the organizing team.
4. Review/finalize task sheets and tentative agenda.
5. Finalize participants’ packages.
6. Assign an MC for the event.

TWO WEEKS BEFORE THE EVENT

1. Confirm volunteers for registration, facilitators and guest speakers.
2. Give an estimate of guests expected for food and materials.
3. Make phone calls to any potential guests to maximize participation.

A WEEK BEFORE THE EVENT

1. Confirm the number of participants attending.
2. Distribute additional flyers/posters.
3. Confirm that all required materials and equipment are accounted for.
4. Put packages together for participants.

DURING THE EVENT

1. Distribute an email sign-up sheet.
2. Identify potential participants/activists who would like to keep in touch, continue working on common issues.
3. Distribute evaluation forms to get feedback on the event.
4. Make sure that new participants have a chance to engage—and that your seasoned activists don’t take up all the space.

AFTER THE EVENT

1. Compile all of the evaluation forms and document feedback for next time.
2. Enter all collected contact information into the central contact database. Do this as soon as possible so that you can follow-up with people/leads as needed.
3. Follow-up on any potential organizing leads—set up meetings with individuals, document new target groups of workers.
4. Share the results of the event with the national organizing department.
5. Celebrate your efforts with your event organizing team.
6. Start planning the next event!

4. TAKE ACTION!

Collecting, building and fostering contacts

Most organizing leads come through a “contact.” This is not simply someone who is listed in your address book, instead contacts should be collected, built and fostered in a particular way over time.

A contact can come in the following forms:

- a worker calls your local union to ask how they could become a member
- a worker visits your local union
- a worker is referred to you by a third party
- you are talking to an individual about their job and you find out they are not represented by a union

This is key: at this stage, you do not have sufficient information to pass on the contact to your regional organizer. To maximize this opportunity, some probing is needed on your part before passing on the contact’s information.

Introduce yourself and your position. State that their call or conversation will be kept confidential. Take notes in order to properly document the information you are gathering.

Ask the worker their name and contact information. Note: this can sometimes be a challenge since some people are hesitant to give their information at first. Don't be pushy, but remind them that if there's anything we can do to help, we will need to be able to contact them later.

Give a short overview of what a union is and does. Avoid long, drawn-out explanations and avoid using jargon such as "ratification", "arbitration award", "convention", etc. Here is a short example: "A union is simply a collection of workers who have a common goal.

It is a way for you and your co-workers to come together to have a voice, respect and dignity at work through clear and fair rules for the employer to follow. It is also a way for you to improve your working conditions."

4. TAKE ACTION!

COLLECTING, BUILDING AND FOSTERING CONTACTS

Ask why they are interested in unionizing their workplace—it is important to listen to concerns and get a sense of the workplace issues they are facing. Are they struggling with arbitrary decisions and favouritism from the employer? Have they lost wages or benefits? Are they worried about job security and scheduling?

Explain the process of collective bargaining. Talk about your experience at work, and how a collective agreement is the single most powerful tool for workers in a workplace. Let the worker know the situation is not hopeless and that the union can give workers a voice and help resolve their problems. Be careful not to over-sell or make promises. Be clear about the fact that having a union and a union contract is the first step in resolving many issues they have.

It is important for the workers to understand that this will be their union, not an outside force, and that they will need to work to build the union with their co-workers.

Our role is to help them and advise them—we cannot organize the union for them.

There are some pieces of information that will be essential in order to advance towards a potential organizing drive. In your discussion, try to obtain the following:

- **Company name**
- **Location(s)**
- **Type of business**
- **Sector**
- **Number of employees**
- **Key issues**
- **Previous union attempts to organize**
- **Any other co-workers who would help**

4. TAKE ACTION!

COLLECTING, BUILDING AND FOSTERING CONTACTS

Advise them you will be passing the information on to an organizer who will set up a call or meeting to discuss next steps at a time that's convenient for them—they can include their co-workers who they trust to have a discussion about joining Unifor. At this early stage, the goal is not to recruit co-workers yet.

Let them know that you can be part of the initial discussion if that would make them more comfortable. Thank them for their interest and indicate that one of the national organizers will be in touch with them shortly.

QUICK TIPS

- Listen & empathize.
- Connect their struggle to the reality of other workers.
- Don't give answers if you're not 100% sure. If you need to verify any information and get back to them, it's better than misleading them from the start.
- Re-enforce that collective bargaining and a union contract are the best ways to deal with problems at work.
- Organizing is not about being combative in the workplace or going after individuals in management. It is about securing greater fairness and assuring legal rights as workers.
- Probe for key information that will help organizers assess the situation. Write it all down.
- Ensure they understand that they and their co-workers are the ones that will make this happen.
- Be positive and clear about the process of unionization. It does not involve a single person doing all the work, it is built with a large group of committed people.
- Stress the fact that the conversation is completely confidential.
- Make sure they know they have a legal right to talk to us and to organize a union in their workplace. The law says so!

4. TAKE ACTION!

Multiplying voices and building bridges

Unions are about empowerment for everyone, including groups that are usually marginalized within society. As workers, we share something in common—the fact that we all work—and use it to build power. When certain voices or experiences are excluded, our collective power is undermined. Unions need to reach out to communities who are not traditionally represented in usual union spaces, including meetings, democratic processes and other events.

Too often, those who participate in union life do not represent a large array of the various communities that can make up a workplace.

Women, aboriginal workers and workers of colour, LGBT workers, young workers, workers with disabilities and many others are too often less represented in union events.

The process to increase diversity is something that needs to happen at every single step. The best way to develop meaningful participation from all communities is to include all voices and to move forward, together, on common issues.

QUICK TIPS

- If workers from traditionally marginalized communities are excluded by the union, then the union is not living up to its potential.
- Identify leaders from all communities who can bring insight and experience to the union.
- Remember that participation comes in different forms: not everyone has the same flexibility in their time and energy. Some may have children or elderly family members to take care of. Accept anyone's contribution to your projects and causes, no matter how small. Find different ways for people to get involved if they can't attend evening meetings, for example.
- Be aware that power and privilege can play out in group dynamics in destructive ways. Privilege, like power can be used for positive purposes but should be used with awareness and care. Ensure that everyone has a chance to speak and pay extra attention that those from traditionally marginalized groups are able to contribute to the discussion and direction.
- Read the anti-harassment statement before every meeting, no matter how small. If the meeting has an agenda (and all meetings should), it should be the first item.

4. TAKE ACTION!

MULTIPLYING VOICES AND BUILDING BRIDGES

QUICK TIPS (CONITNUED)

- Make sure that your local union, meeting spaces and gatherings are welcoming to all. Nobody should be made to feel unwelcome due to their age, race, sex, gender, ability, religion or political views. It is your responsibility to make sure that the tone, comment and proceedings of your meeting takes this into account. In addition, events including alcohol may not be of interest to everyone. Keep it safe and welcoming!
- Don't push historically marginalized people to do things because of their oppressed group - that's called tokenism; base it on their work, experience, and skills.
- Be committed to the long-haul: building bridges doesn't happen overnight and is a step-by-step, long-term process.

Legal lingo: organizing by province

One of the challenges faced by workers is the current state of labour law across Canada. Generally, the law doesn't fall on the side of workers. The process to organize is different in every province. Here's a brief overview.

BRITISH COLUMBIA

When at least 45% of the employees at a workplace have signed a union membership card, an application can be filed at the B.C. Labour Relations Board for certification. If the application meets the 45% threshold a vote will be scheduled within 10 days of the application as required under the labour code.

The vote will likely take place in the workplace. If a majority vote YES, the Labour Board will certify Unifor as the legal bargaining agent. (If fewer than 55% of the employees participate in the vote, the Labour Board can order a second vote.)

4. TAKE ACTION!

ALBERTA

When at least 40% of the employees have signed a union card or a petition, the union can apply to the Alberta Labour Relations Board for certification. The signatures on the cards or the petition cannot be older than 90 days. The Labour Board will likely hold a hearing within 10 days of the union's application. The purpose of the hearing is to make sure 40% of the employees have signed either a union card or a petition. Two weeks after the union has applied to the Alberta Labour Relations Board for certification, the board can conduct a vote of all the employees. The vote will succeed with a simple majority vote of 50%+1 in favour of the union.

SASKATCHEWAN

When at least 45% of the employees in the workplace sign a union membership card, an application can be filed at the Saskatchewan Labour Relations Board for a vote. A secret ballot vote will be conducted by the Labour Relations Board. If a majority vote YES, the labour relations board will certify Unifor as the legal bargaining agent.

MANITOBA

When 65% of the employees at the workplace sign a union membership card, the Manitoba Labour Relations Board can automatically certify the union. If between 40% and 65% of the employees sign a card, an application can be made to the Labour Board to hold a vote within the workplace. The secret ballot vote is then conducted by the Labour Board, likely in the workplace, one week after the application. If a majority (50%+1) vote YES, the Labour Board will certify Unifor as the legal bargaining agent.

ONTARIO

When at least 40% of the employees in a workplace sign a union membership card, the union can apply to the Ontario Labour Relations Board for a vote. A vote is usually held in the workplace one week after the union applies. If at least 50%+1 of the workers vote YES, the Labour relations board will certify Unifor as the legal bargaining agent.

4. TAKE ACTION!

QUEBEC

When more than 50% of the employees in the workplace sign a union membership card, the Quebec Labour Relations Commission can certify the union. The law also requires that you pay two dollars out of your own pocket at the time you sign the membership card.

When between 35% and 50% of the employees sign a union membership card, the union may petition the Commission to hold a vote of the workers. The secret ballot vote is then conducted by the Commission in the workplace, generally one week after the application. If a majority (50%+1) of employees vote YES, the commission will allow Unifor as your legal bargaining agent.

NEW BRUNSWICK

When at least 60% of the employees in your workplace sign a union membership card, the New Brunswick Labour Relations and Employment Board can certify the union.

NOVA SCOTIA

When at least 40% of the employees in a workplace sign a union membership card, the union can apply to the Nova Scotia Labour Relations Board for a vote. The Labour Board conducts a secret ballot vote in your workplace generally five days after the union applies. If a majority (50%+1) of those who vote say YES, the Labour Board will certify Unifor as your legal bargaining agent.

PRINCE EDWARD ISLAND

When 55% of the employees in the workplace sign a union membership card, the Prince Edward Island Labour Relations Board can automatically certify the union.

When at least 50%+1 of the employees in the workplace sign a union membership card, but less than 55%, the Labour Board will hold a secret ballot vote. If a majority vote YES, the Labour Board will allow Unifor as your legal bargaining agent.

NEWFOUNDLAND AND LABRADOR

When a majority of the employees in a workplace sign a union membership card, the union can apply to the Newfoundland and Labrador Labour Relations Board for a vote. The Labour Board conducts a secret ballot vote generally five days after the application is filed. If a majority of those who vote say YES, the Labour Board will certify Unifor as your legal bargaining agent.

When between 40% and 60% of the employees sign a card, the union may apply to the Labour Board to hold a vote of the workers. The secret ballot vote is then conducted by the Labour Board in your workplace. If a majority (50%+1) of employees vote YES, the Labour Board will certify Unifor as your legal bargaining agent.

4. TAKE ACTION!

Keeping confidentiality

Confidentiality is one of the most important pillars in organizing, right from the first meeting with an organizer to the completion of a labour board vote. Unifor organizers understand that the greatest success rates in union drives come from their ability to keep the confidence of card signers throughout the process. It is equally important that workers are assured that the cards that are signed are never shared with the employer. In provinces where there is a requirement of a vote, this process is done with the utmost confidentiality.



5

Tools for
local unions

5. TOOLS FOR LOCAL UNIONS

Local Union Scorecard



Do you answer YES to most

Have you submitted a local union organizing project proposal to organize new members into your local?

Have you had a discussion with your executive about Unifor's organizing policy and how you can contribute to its goals?

Have you appointed an organizing liaison on your executive?

Have you had a discussion about potential groups of workers who could form a community chapter associated with your local union?

st of the questions below?

Have you discussed organizing projects at one of your membership meetings?

Have you invited a member of the national organizing department to run an organizing awareness workshop at your local?

Have you organized a workplace?

What will be your local union's next step in participating in Unifor's organizing project? Always contact your regional organizer or the national organizing department with new ideas!

Sometimes, it's hard to know where to find potential organizing leads. That's why it's important that you can circulate within your community and identify potential organizing contacts.

Remember that you can always reach out to your organizing department for help.

here to start in order to identify
is tool is a template survey
your membership to identify

ways contact the national
help on running this survey!

5. TOOLS FOR LOCAL UNIONS

SURVEY YOUR MEMBERS

Name:

Workplace:

Location:

What does unionizing mean to you?

In your opinion, how important is organizing new members to your local's day to day business?

- 1 2 3 4 5 6 7 8 9 10

least important

very important

In your opinion, how important is organizing new members to the national union's day to day business?

- 1 2 3 4 5 6 7 8 9 10

least important

very important

Do you know if your local union has been active in organizing new members in your community?

YES NO UNSURE

Mapping:

Mapping is an organizing tool which helps us build a visual representation of a single workplace or a series of workplaces. Mapping helps us to visualize and assess where we have support, where we do not and where we can create some inroads.

Do you believe mapping is or could be a useful exercise for your local?

YES NO UNSURE

Local Context:

Do you know of someone in your community who would benefit from being a member of Unifor?

YES NO UNSURE

Would you be interested in attending an organizing presentation at your local?

YES NO

Would you be interested in playing a role in the organizing activities of your local?

YES NO UNSURE

In your opinion, why is organizing new members important?

6

More
resources

6. MORE RESOURCES

Unifor Organizing Materials

- **Frequently Asked Questions:** clearly written leaflets on the legal process in each province involved in joining a union.
All available at www.unifor.org
- **Welcome to Unifor:** brochure that explains the benefit of becoming a Unifor member to non-union workers.
- **Organizing fact sheets:** on union dues, the freeze provision, the union advantage, and more. All available at www.unifor.org
- **Unifor Community Chapters:** Handbook for potential members.
Available at www.unifor.org
- **Your organizing department:** we have many more materials you can use, including sector-specific materials.
Call us! **1-877-495-6551**

10 books about organizing and the world we live in

1. *Jane McAlevey*, **Raising Expectations, Raising Hell:** a Decade in the Labour Movement.
2. *Andrew Boyd and Dave Oswald Mitchell*, **Beautiful Trouble:** A Toolbox for Revolution.
3. *Judy Ancel and Jane Slaughter*, **A Troublemaker's Handbook 2:** How to Fight Back Where You Work – and Win!
4. *Paulo Freire*, **Pedagogy of the Oppressed.**
5. *Nora Loreto*, **From Demonized to Organized:** Building the New Union Movement.
6. *Jim Stanford*, **Economics for Everyone.**
7. *Joan Kuyek*, **Community Organizing:** A Holistic Approach.
8. *Working Women Community Centre*, **Making the City,** Women Who Made a Difference.
9. *Saul Alinsky*, **Rules for Radicals.**
10. *Aziz Choudry, Jill Hanley and Eric Shragge*, **Organize! Building from the Local for Global Justice.**

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You are
all set!

7. YOU ARE ALL SET!

We hope that this toolkit has allowed you to gain knowledge and resources in order to pursue the goal of organizing new members. We're never that far away, so if you're unsure or get stuck—give us a shout.

In solidarity!

Unifor Organizing Department

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