



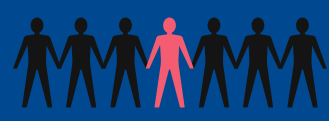
FROM ACTIVIST TO ORGANIZER

The soap box is a lonely place if your coworkers aren't on board with unions yet. Sometimes you have to drop the megaphone to really amplify your message. Here's how.

IDENTIFY LEADERS

Leaders aren't necessarily activists. They're workers who are respected by staff and management alike. This person is rarely the loudest one in the room. Their influence is quiet and staff look to them for guidance — sometimes without even realizing it.

Think of two coworkers who fit this description. They're the ones you want on your side and who you should start one-on-one conversations with.



01

Don't sell your leaders on the union. Think of an issue that they, or the majority of your coworkers, already care about. Use that as a hook.



"I can't imagine how tough it must be having a family with our shoddy benefits; I can barely afford my own medications."

"Staffing has been chaotic lately. Are you also feeling burnt out as well?"

Be sincere. Be empathetic. LISTEN. When it feels like you've talked about the problem enough, propose the solution.

02

"We could always unionize. Otherwise, management has nothing forcing them to listen to us. And It is our right."

THE CONVERSATION

THE TOUGH QUESTION

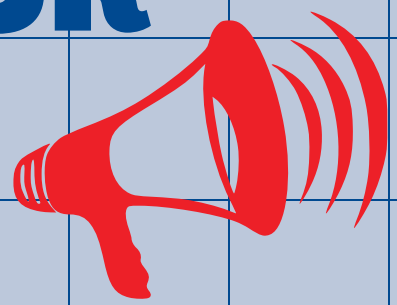
Prepare for resistance and prepare to ask the "tough rhetorical question" about the hill your leader is prepared to die on. Let's say it's overtime. Your question would look something like this:

"So you're ok with never getting overtime, even though the manager keeps asking you to stay late on days when you have to pick your kids up from daycare?"



03

WATCH YOUR MESSAGE SPREAD



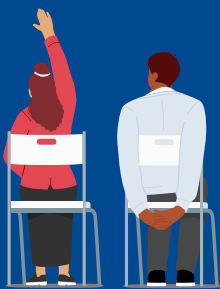
Leaders are influencers. The toughest part of your job is to convince them that the union is the right choice. Once you do, your message will spread itself... sort of.



leaders tap into their vast social networks and share their new views with close contacts. Those coworkers are encouraged to do the same. This is how your message is amplified.



Tips



Let others take the lead and build their confidence, so you don't have to shoulder all the change-making. We're stronger when we work together.

In your one-on-ones with leaders, don't force a topic. Listen to what they need and want in the workplace. Connect the issues they care about back to the union.

