



UNION FACTS: THE VALUE OF COLLECTIVE VOICE

The union difference is more money in your pockets to buy a home, start a family, pay down student loan debt and save for retirement.

Better Pay and Benefits

- Union members earn better wages and benefits than workers who aren't union members. On average, union workers' wages are 19% higher than their nonunion counterparts.
- More than 75% of union workers have jobs that provide health insurance benefits, but less than half of nonunion workers do.
- Unions help bring more working people into the middle class. In fact, in states where people don't have union rights, workers' incomes are lower.

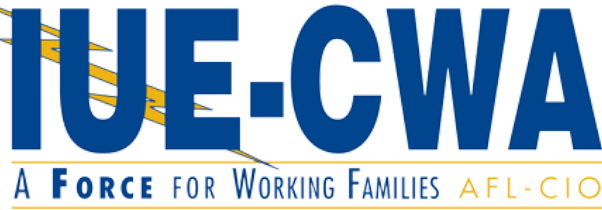
Secure Retirement

- Working people in a union are five times more likely to participate in an employer-provided pension plan than working people without a union.

Productivity

- Unions help employers create a more stable, productive workforce—where workers have a say in improving their jobs.

Unions also provide a voice on the job, which is something that money can't buy.



INTERNAL ORGANIZING: WHY MOBILIZE?

Workers have had to fight for every gain we have ever made in wages, benefits, and working conditions. Neither public nor private employers have ever given us anything out of the goodness of their hearts. Our gains have been established only after employers have recognized that workers have power. Workers who collectively join together to form unions are more powerful than individual workers. And unions are most powerful if they have an informed, active and educated membership.

Mobilization is the strategy IUE-CWA uses to increase our power by developing an informed and active membership. It is the strategy we utilize to reach our three major goals: negotiate contracts and ensure their enforcement; initiate effective community and political actions; and organize new members.

Mobilization allows us to systematically, through a structure, educate members on issues and achieve a high level of participation in collective actions. In IUE-CWA, mobilization consists of three parts:

- **Organization/Structure** – IUE-CWA has established an internal structure so that each level of our organization can effectively communicate with each other down to face-to-face, one-on-one meetings with our members. Each Local should have a mobilization coordinator and a network to establish contact with members. In this way, every member can be contacted and materials can be distributed and collected in a relatively short period of time. The mobilization structure insures a two-way flow of contact: from the leadership to the members and from the members to the leadership.



- Education - Through our workplace network we can educate ourselves about the issues that confront us and what we can do about them as a union. IUE-CWA provides research and educational materials to aid Locals in their efforts to create an informed membership. Locals, in turn, use these resources to provide materials to the members through membership meetings, newsletters, the Internet, mailings and one-on-ones.
- Collective Action - Once we understand the issues, we can become actively involved in collective actions to win changes. Contract mobilizations include a wide range of activities including wearing buttons, standing up at work, wearing union shirts, and informational pickets. Political activities include rallies, lobbying, get out the vote and voter registration drives.

If you are interested in doing internal organizing/mobilizing at your local, contact your Local Staff Rep, who will work with our organizing team to build a plan for your local.

36 REASONS TO THANK A UNION

Did you know that labor unions made the following 36 things possible?

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| 1 Weekends without work | 19 Laws ending sweatshops in the U.S. |
| 2 All breaks at work, including your lunch breaks | 20 Age Discrimination in Employment Act of 1967 (ADEA) |
| 3 Paid vacation | 21 Wrongful termination laws |
| 4 Sick leave | 22 Whistleblower protection laws |
| 5 Family & Medical Leave Act (FMLA) | 23 Employee Polygraph Protection Act (prohibits employers from using lie detector tests) |
| 6 8-hour work day | 24 Americans With Disabilities Act (ADA) |
| 7 Social Security | 25 Compensation increases (i.e., raises) |
| 8 Minimum wage | 26 Sexual harassment laws |
| 9 Civil Rights Act/Title VII - prohibits discrimination | 27 Veteran's Employment and Training Services (VETS) |
| 10 Overtime pay | 28 Holiday pay |
| 11 Occupational Safety & Health Act (OSHA) | 29 Employer dental, life, and vision insurance |
| 12 Laws ending child labor | 30 Workers' compensation |
| 13 40-hour work week | 31 Pregnancy and parental leave |
| 14 Privacy rights | 32 Military leave |
| 15 Unemployment insurance | 33 The right to strike |
| 16 Pensions | 34 Public education for children |
| 17 Workplace safety standards and regulations | 35 Equal Pay Acts of 1963 & 2011 - employers must pay men and women equally for the same work |
| 18 Employer-provided health care insurance | 36 Collective bargaining rights for employees |

Source: <http://www.unionplus.org/about/labor-unions/36-reasons-thank-unio>



__Yes, I pledge to stand together with my fellow union members to fight for fairness, safety and dignity in our workplace!

First and Last Name:

Department:

Shift:

Job title:

Union title (if any):

Cell:

Email:

Home
address:

Street

City

State

Zip

Concerns you have in the workplace, or other issues you would like to see the union address:

I would like to get more involved in my union – check the line below:

__ wear a union tshirt __attend a union meeting __ join a committee (organizing, women's, diversity, political, etc)

ORGANIZING IS ASKING: THE FIVE BASICS OF INTERNAL ORGANIZING

1. People join the union because they are individually approached and asked to join.
2. The more people we ask to join, the more people will join.
3. We will get hundreds of workers to join the union when we have hundreds asking.
4. We will get hundreds asking by building strong functioning organizing committees.
5. We have strong functioning organizing committees when people are meeting regularly, making plans, working with lists, doing charts, taking assignments and reporting.



HOW TO ASK YOUR CO-WORKERS TO JOIN THE UNION

MAKE A DIRECT ASK. Successful organizers and activists agree that you have to clearly and directly ask people to join the union. Asking is organizing!

ALWAYS USE A MEMBERSHIP FORM & PEN. Put the membership form in the hand of the non-member and explain how to fill it out. Organizer assistance!

BE PREPARED AND USE A LIST. Plan to approach the most receptive people first. Speak to them when you are both on a break and have time to talk. Avoid very negative or anti-union people. Use a list to help you make decisions about who to target and when.

BE YOURSELF AND SHARE YOUR EXPERIENCE. Don't worry about being perfectly articulate or providing the perfect case for union membership. Be proud that you made the choice to stand up for yourself and your job. Share why you are involved or your own experience of how union solidarity has worked.

COMMUNICATE URGENCY. Our fights in the workplace and beyond are urgent and so is the need for us to be strong and united. The time is now!

CONNECT MEMBERSHIP TO ISSUES. Whether the issue is job security, pensions, contracting out, or health and safety, union membership is the first step towards standing up, uniting and fighting back.

MEMBERSHIP AND DUES EQUAL POWER. We want to build the strongest, most effective union we can have. There is power in numbers. And resources in membership dues. Employers know, through payroll deduction, who pays dues; they view large groups of non-members as a lack of support for our issues.

LISTEN AND DON'T ASSUME. If people say no or that they will think about it, ask open ended questions to understand their point of view, such as "what is holding you back?" By listening, you learn what issues matter to them or if they might be an activist. Don't assume everyone shares the same views.

BE PERSISTENT. Some people don't join the union the first time they learn about it. Don't get discouraged when people say no. Many join after being asked multiple times. Work to identify and overcome objections. Being persistent shows their membership in the union is important.



ASKING MEMBERS TO HELP BUILD THEIR UNION

WHY PEOPLE GET INVOLVED:

- Want to make a difference
- Personally asked to help
- Understand what's expected

WHY PEOPLE **DON'T** PARTICIPATE:

- Don't think it matters
- Weren't asked
- Feel they don't have time

AN 'ASK' MUST DO 3 THINGS:

- Educate the person on the importance of the issue being addressed
- Describe activity in detail
- Explain how the activity relates to the issue and why it is an effective tactic

MEMBERS NEED TO:

- Understand how the activity connects to the issue
- Feel like they are making a contribution, having an impact
- Have activity that is manageable

LEADERS NEED TO:

- Identify and mentor prospective activists
- Draw connections between actions and issues
- Ask the member to do something that fits their level of commitment
- Confirm participation before activities (and follow up with no shows)

"When the best leader's work is done, the people will say, 'We did it ourselves'" -- Lao Tzu



EXTERNAL ORGANIZING: HOW TO ORGANIZE A UNION IN YOUR WORKPLACE

- Get together with your co-workers who may share a common interest in organizing a union.
- Talk to a union organizer in order to strategize and to learn the next steps.
- Talk to your co-workers to build support for the union.
- Show that support through an election or a card-check once you have a strong majority.

If you and your coworkers are interested in organizing together, IUE-CWA will help you build majority support during your campaign. But experience shows us that for workers to create a viable union that truly represents their wishes, it's best they lead the campaign and organize themselves. IUE-CWA will provide you with support and guidance after you and your co-workers take the first steps to forming your union.

Here's a brief summary of where to start.

Talk to your co-workers. This is the first step. Do many of you share the same concerns? Determine your top five or so issues. Is there a common theme such as lack of respect and dignity; no input with management; unfair, arbitrary treatment or favoritism. Are wages and benefits lower at your workplace than what workers are getting in similar jobs in your industry? Write them up on a list.

When talking among yourself about a union, be sure to talk only while you are on breaks, away from work areas, or off company property. Organizing a union is legal and a protected right under the law, but you need to avoid tipping off management as long as possible. If your employer finds out, especially when you are in the beginning stages of identifying key workplace issues and building union support, your road to success will be much more difficult.



Building a committee. After determining support for a union exists around key workplace issues, build a committee of co-workers that is representative of your workplace. Building a strong inside organizing committee is critical to building the majority support that you will need to establish your union.

- Ideally, the number of workers on your committee should be at least 10 percent of the workforce. During this stage, IUE-CWA will give you tips on building majority union support.

Build majority support. After building your committee and identifying key issues, you need to talk openly with your co-workers, discussing issues, and building union support. This begins the “public” phase of your campaign. Through one-on-one discussions with workers in your workplace, evaluate the support that exists for a union around your key issues. Remember, that even though this is the “public” part of your campaign, restrict your discussions about a union to breaks in non-working locations (lunchrooms, bathrooms), or away from company property.

- An excellent way to build support for your union is to get workers to sign a public petition supporting the union that states your key issues and goals. But hold off on going “public” with your petition until you have a majority of workers’ signatures.

Most employers will launch their campaigns against your union at this stage, if they are not tipped off earlier. When they learn of your campaign, they try to increase fear and conflict in the workplace (see examples below) and blame it on the “union” as if it is some outside organization. Remember, you are the union.

How you choose to go union. How you and your co-workers decide whether you want a union depends on where you work.

- At most private employers, workers make the choice through elections overseen by the National Labor Relations Board. You get your union if a majority of the workers voting in the election vote for the union.
- At some IUE-CWA employers, workers make the choice through a process called majority sign up. This is a much shorter way to get a union because the procedure is agreed to in advance between IUE-CWA and the employer. And these employers agree to remain neutral.
- In the public sector, how you choose a union depends where you live. Some states and localities permit workers to make the choice through majority sign up. Others require a traditional union election, where majority vote decides the question.



The employer's campaign. In most cases, employers will use a variety of tactics to prevent you from organizing a union, many designed to create conflict, divide union supporters, and create an atmosphere of fear. Here are just some of the most widely used (and many illegal) tactics:

- Predicting layoffs or plant/office closings if you vote for union representation;
- Scaring employees with warnings of strikes or violence;
- Intimidating union supporters with unspoken threats of firings and or disciplinary action;
- Labeling the union that you and your co-workers are attempting to organize as an “outside” organization or “third party” that will come in and make decisions for you and your co-workers. Making inaccurate and misleading statements about the union or union dues;
- Asking for another chance to improve working conditions;
- What employers don't want to talk about during their anti-union campaign are your concerns – those key workplace issues that you and your organizing committee identified as reasons why you want a union.

Strong majority support for a union is the best defense to successfully withstanding the employer's campaign.

PHASES OF AN ORGANIZING CAMPAIGN

PHASE	ACTION	POINT PERSON
Worker expresses interest in organizing	Gather contact information and understanding of basic issues they have at work	Send contact info to Heather Atkinson (hatkinson@iue-cwa.org)
Building list and getting contacts	Worker has 1-on-1 with organizer; organizer works with worker to build a list of employees and set a follow-up with a few trusted co-workers	External organizer, IUE-CWA members
Building an organizing committee	Workers build a trusted organizing committee that reaches out to workers through 1-on-1 contact; committee tries to assess majority support	External organizer, IUE-CWA member support
Committee goes public	The organizing committee goes public with their demands for a union; signs a majority of workers on cards; files cards	External organizer, IUE-CWA member support
Committee files for union election	Super majority of workers sign cards and are public in their support to form a union	External organizer, staff attorney, IUE-CWA member support
Committee GOTV	Committee turns out supporters for elections; prepares for contract campaign	External organizer, staff attorney, staff rep, IUE-CWA member support



AVOID THESE 10 COMMON ORGANIZING MISTAKES

- 1. Pursuing a bad project.** Even if workers are interested in CWA, we should not pursue a project unless we do adequate preparation and research to determine whether we can actually win and maintain majority support and negotiate a contract.
- 2. Not building an active Organizing Committee willing to publicly support the union.** Without a broad-based, trained core group of public union supporters from within the unit, the campaign becomes a duel between the employer and the union organizer – with the employer holding most of the advantages, such as access to the workers and power over working conditions.
- 3. Distributing a petition or cards too soon.** Even when workers appear very eager to join IUE-CWA, petitions or cards should be used to call for an election after a solid campaign has been established.
- 4. Failing to develop specific issues.** A general campaign message – IUE-CWA is the Union for You – will not build the commitment needed to withstand the employer’s anti-union efforts.
- 5. Failing to prepare workers for employer tactics.** Unless workers know what to expect from the employer, they usually will be overwhelmed by the employer’s use of propaganda and power. It is far more difficult to repair workers’ confidence after an attack than to inoculate them ahead of time.
- 6. Not avoiding legal problems.** Some campaigns are doomed because of poor preparation at the NLRB or the public employee relations agency on who is in the unit, when or where an election will be held, and so on.
- 7. Failing to broaden the base of union support.** It sometimes is tempting to keep talking to key activists rather than setting up a system for personal contact with the workers throughout the unit. The result, however, may be that key issues are missed, individual workers’ questions are never answered, and the core group’s rosy predictions turn out to be unfounded.
- 8. Declaring, “I am the union, and I’m here to organize you.”** If IUE-CWA organizers convey that message in meetings, conversations and literature, everything the employer says about “outsiders who want your money” will ring true. The alternative attitude is, “You are the union, and I’m here to help you get the employer to recognize that.” Combating the “Third party” anti-union message is a key reason for supporters to be publicly pro-union.
- 9. Running boring and unnecessary meetings.** For most people, time is precious. If committee meetings turn into lectures or “bull sessions” where nothing is accomplished, workers may be turned off to the whole campaign.
- 10. Making promises you can’t keep.** If you lead workers to expect an election, even though a decision hasn’t been made to seek one, or to expect an NLRB or public agency decision within a specific time period, or to count on certain improvements in their first contract, they may be demoralized and suspicious.