The trade union organisation & recruiting: basic and permanent for all

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Why/how can everyone contribute to the organising & recruiting

Each and any of you can:

• Find out what interest people have and what they are involved in
  • Spot workers who have stand up for issues/causes and shown proactivity
• Find social event organisers, can be good collaborators
  • Target natural leaders in the workplace
• Always have at hand union leaflets, stickers, badges
Organising tools

Strategic tool:
• Map of the workplace and affiliation

Dissemination tools:
• Survey
• Newsletter
• Leaflets
• Emails/text messages
• Union blog/union post-its
• Open days, lunch/evening groups
• Posters, t-shirts
• Written communication
How to do/use an organising survey

**Perception survey**
- Personal/professional information (careful with GDPR)
- Who helped being involved in union activity
- The information/guidance (clear and/or sufficient)
- The view before and after starting the union activity
- The image of union at workplace
- How can this image be improved

**Signing in form**
- Always have some with you
- Translate if necessary
- Help people complete the form
- Offer few copies for work colleagues (not too many)
- Come back later for missing data (bank account etc)
- Be aware of reason not to sign (excuses to think about later)
Mind the communication gap

- Hearing isn’t listening:
  - Listen with your ears for what is said.
  - Listen with your eyes for what is unsaid.
  - Listen with your mind for the message.
- Stop talking, so you can listen
- Accept critics and being criticised
- Share responsibility, it takes at least two for a dialogue
- Ask and ask and answer the arguments
- Look at the others, non-verbal signals are important
- Show empathy, put yourself in their shoes
- Reinforce the speaker, encourage feedback
- Observe in your spare time, anticipate reactions
Before a recruitment interview

Prepare in advance and make sure you are:
Short, Clear, Concise (SCC Golden Rule)
• your introduction
• issues at work you can address/introduce in your discussion
• union materials/resources that may help you
• a clear message in any case:
  ○ what happen when they join,
  ○ how to get them involved,
  ○ when come back to them again if don´t sign up
Structure the organizing conversation

- Introduction
- Issues and raising awareness
  - "hot" questions
- Vision
  - collective power message
- What you’re up to
  - urgent union priorities, campaigns
- Call the question
  - next steps, assignments
Do/don’t in an organising conversation

**Do’s**
- Learn about the workers beforehand
- Schedule a time
- Have a plan, structure and possible concerns
- Share your experience, validate their
- Ask difficult questions
- Be aware of language/cultural aspects
- Show that: you listen, you understand, you support

**Don’ts**
- Talk at the worker
- Lecture on union history
- Skip their stories to get to your point
- Act as transactional solution or punctual service provider
- Use “white lies”
- End without clear follow-up
- Be stressed if not everyone signs up
- Expect change overnight
Raising awareness questions

- Is your income providing you the living conditions you need?
- Are your personal and professional expectations met at workplace?
- Where would this company/sector be without you and your co-workers?
- Which is the level of your contribution to the results of the company/sector?
- Have you done anything to try change your working conditions?
- What would be 3 things you would change at workplace?
If any objections/disagreement

• Acknowledge empathies with their feelings
• Answer reply directly, concisely, honestly
• Redirect use questions to guide the conversation towards organizing
The organising message

- in line with your organization’s mission and vision
- clear and concise
- simple and honest
- visible in action

Start and finish with it
What about vulnerable groups

• Identify the vulnerable workers
• Spot the prejudgements
• Have a message for them
• Promote solidarity: a fair workplace is good for all
Tips for being a good recruiter

• Listen
• Remove barriers
• Focus on the problem/solution
• Be confident
• Be empathetic
• Be honest
• Be accessible
Follow-up

- Get contacts of workers and stay in touch (identify who can be representative and be trained for that)
- Propose a communication platform (texting, group chat etc)
- Invite workers to be active in events/meetings
- Come back in another moment for the workers still in doubt to sign up