Model recruitment plan

BASED ON

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1. Map the workplace

Mapping the workplace will help your Branch establish:

a) number of staff in area eligible to join
b) total number of members
c) number of workplaces
d) distribution of current members by workplace
e) distribution of current members by category
f) number of Union/other Association
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<td>• Identify friendly faces in as many workplaces as possible; this includes both activists and members.</td>
<td>• Target one workplace or set of related workplaces at a time, e.g., one office, or a group of hostels.</td>
<td>• Establish from existing members what their issues are, devise a short questionnaire to survey all staff (not just members). Ask them about.</td>
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<td>• Issues around Health and Safety, or workloads or contracts</td>
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| 5 | Arrange and publicise in advance a **workplace meeting open to all** on one or two member led specific issues.  
   - Present the results of the survey and ask for further ideas. **Remember that all can join.** Have membership forms and publicity materials handy. |
| 6 | When arranging meetings, make sure to **take account of shift patterns and unpaid work**.  
   - It may be necessary to have a **few smaller meetings** at each workplace. |
| 7 | Make sure to present the union **activists as people who can co-ordinate action**, not solve problems for other people.  
   - We want them to see the **Union** as a club they want to join, not a service they want to buy. |
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| • Aim to get at **least one volunteer in each workplace** who takes responsibility for maintaining and updating the Union connection.  
• **Ideal is to elect TU Reps.** | • Where people do not attend the meeting, for whatever reason, **leave behind publicity materials in pigeon holes as well as on noticeboards.**  
• Contact them via web | • Repeat  
• **as required!** |
Remember the ORGANISING CYCLE

and where are we on this activity
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Remember: nothing can replace personal contact with workers!