

**TO KNOW MORE...
OR EVEN MORE**

WEEK 5

Webography

CAMPAIGNING

at the end, add your suggestions and upload it to the common drive

STRATEGY	Campaign Strategy Planning Template	https://commonslibrary.org/campaign-strategy-planning-template/
	A Time for Strategy - Chris Rose Campaign Strategy	http://www.campaignstrategy.org/articles/time_for_strategy.pdf
CAMPAIGNING		
	ETUI/EFFAT webinar: Social Media Campaigning - 12 November 2020	https://youtu.be/ZwufYjQwEe4
	Strategies for Successful Membership Recruitment	Section 4 – Information for Local Membership Organizing (vtnea.org)
	Community Organising and Digital Campaigning Webinar Series	https://commonslibrary.org/community-organising-and-digital-campaigning-webinar-series/
	Social media toolkit: Creating one for your organization	https://www.resource-media.org/social-media-toolkit-creating-one-for-your-organization/ or https://www.resource-media.org/wp-content/uploads/2020/02/RM-Social-Media-Toolkit-Tips.pdf
CAMPAIGNS	Time for 8	https://timefor8.org/#home
	Fair crowd work	http://faircrowd.work/
	Digital platform observatory	https://digitalplatformobservatory.org/
	EFJ campaigns	https://europeanjournalists.org/campaigns/
	UNESCO journalists campaign	https://en.unesco.org/news/unesco-launches-new-campaign-improvement-journalists-working-conditions-south-east-europe-and
	The essential role of press councils	https://presscouncils.eu/campaign-essential-role-of-press-councils
	TUC campaigns	https://www.tuc.org.uk/campaigns
	ETUC democracy at work	https://www.etuc.org/en/issue/more-democracy-work
	Greenpeace campaigns	https://www.greenpeace.org/usa/

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RECRUITMENT	Recruiting members and keeping them active	Recruiting members and keeping them active (etu.org.za)
	Trade union strategies to recruit new groups of workers - EUROFOUND	Microsoft Word - TN0901028s.DOC (europa.eu)
	Organising and trade union recruitment The future of trade unions in danger - ETUC	EN-Adopted (etuc.org)
	TU recruitment - ITUC Africa	Le recrutement des travailleurs dans le syndicat 2 en.pdf (ituc-africa.org)
	Recruitment - UNISON	Recruitment Organising collective action UNISON National
5 union websites worth getting inspired	UNITED	United Workers Union - United Workers Union
	AFL-CIO	America's Unions AFL-CIO
	Prospect	Home Prospect
	TUC	TUC: Trades Union Congress
	Young workers center	Young Workers Centre Free workplace information UnionsACT (youngworkerscbr.org.au)
DIVERSES	Intro to Story-based Strategy	https://www.storybasedstrategy.org/intro-to-sbs
	Messaging the Moment: Free Video Trainings for Fast Strategy	https://www.lightboxcollaborative.com/2020/10/05/messaging-the-moment-free-video-trainings-for-fast-strategy_criminal-justice-reform/
	An introduction to nonprofit issue advocacy videos	https://www.resource-media.org/good-last-second/
	Films about social movement struggles, victories and leaders	https://commonslibrary.org/films-about-social-movement-struggles-victories-and-leaders/