

ORGANIZING LEADS – BEST PRACTICES TO SET UP A SUCCESSFUL COMMUNICATION STRATEGY

STEP 1, GET ALL OF YOUR INFORMATION IN ORDER

DEMOGRAPHICS

Who are you talking to?

- The workers and the company obviously, also think about influencers: the media; surrounding community; community groups; churches and religious leaders; politicians; civic groups, etc.

AGE OF THE WORKERS

- It's important to know the dominant age group prevalent at the workplace for a number of reasons. E.g. Millennials may respond to better to social media marketing than Baby Boomers.

GENDER

- Knowing if a workplace is dominantly male, female or an even split between the two can also affect messaging and targeting for both marketing and issues that are important.

ETHNICITY/CULTURAL MAKE-UP ACROSS THE WORKPLACE

- This can affect messaging as well and is important in relation to the location of the workplace.

WHY DO WORKERS WANT TO FORM A UNION?

- Perhaps the most important information that will shape the messaging for the campaign is why the workers reached out in the first place.
 - What are their issues with management?
 - What messages will resonate with them? Wages? Safety? Hours?

HISTORY OF THE ORGANIZING DRIVE

- Where are you in the process?
 - Key milestones and leverage points that we can use the help the workers make their choice to organize.

DOES THE CAMPAIGN HAVE A NAME AND/OR SLOGAN?

- Is there a common saying or title that workers are identifying with? Many successful campaigns have drawn success from having a saying that resounds with workers facing the challenge of joining a union.



**#WEARE
#SCIENTISTS
#HUMANISTS
#EDUCATORS
#NURSES
#SOCIALWORKERS
#LAWYERS
#RESEARCHERS
#THEUNION**



My vision of a healthy Harvard:

My name is _____
I work in _____

*Working for a
Healthy Harvard
HGSU-UAW*

April
28



WAS THERE AN ORGANIZING DRIVE AT THIS WORKPLACE BEFORE? GATHER DATA ON THAT EFFORT

- If so, was it the UAW? What happened?
- If it was another union, which one? What happened?

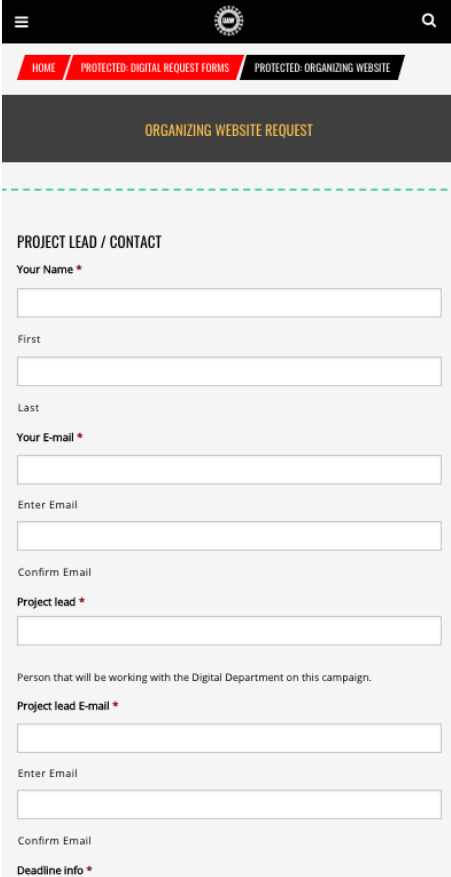
ARE THERE EXISTING WEBSITES, SOCIAL MEDIA ACCOUNTS/PAGES/GROUPS?

- Chances are, if workers are already talking about organizing, there's already a social channel, usually Facebook, established. Do some digging and find out what the workers are talking about on these channels.

STEP 2: CONTACT THE COMMUNICATIONS DEPARTMENT

We make this part easy for you. You can either fill out the [organizing lead form on UAW.org](#) and we'll call you, or you can contact Web Developer Chris Skelly at (313) 926 5087 or email him at cskelly@uaw.net and we'll fill the form out for you.

Connecting with the UAW Communications department early in the campaign ensures that you're taking every possible step to effectively communicate with the workers on forming a union. The company already has a communication plan in place or is hiring an anti-union firm to do just that. Don't let them drive the conversation.



The screenshot shows a web browser displaying the UAW Organizing Website Request form. The browser's address bar shows the URL [https://uaw.org/organizing-website-request](#). The page has a dark header with the UAW logo and navigation links: HOME, PROTECTED-DIGITAL REQUEST FORMS, and PROTECTED-ORGANIZING WEBSITE. The main heading is ORGANIZING WEBSITE REQUEST. The form is titled PROJECT LEAD / CONTACT and includes the following fields: Your Name (with sub-fields for First and Last), Your E-mail (with sub-fields for Enter Email and Confirm Email), Project lead (with sub-fields for Enter Email and Confirm Email), and Deadline info. The form is marked with red asterisks for required fields.

STEP 3: WORK WITH UAW COMMUNICATIONS DEPARTMENT TO DEVELOP A COMMUNICATION STRATEGY

Once we receive your information, we will work with you to create a strategy and communications recommendations.

SOCIAL MEDIA ADS

As long as we know the demographics, we can target messaging to appear on any social media platform

[INSERT SOCIAL MEDIA AD EXAMPLES]

BILLBOARD/PUBLIC ADVERTIZING

When a company doesn't want a union, that means they are willing to spend upwards of hundreds of thousands of dollars to keep one out. That's why we'll need to get to the public advertisements before they do, which can mean billboards, commercials and more.



FAIR RULES.
EQUAL TREATMENT.
That's what forming a union is all about.

WORKER/EVENT VIDEOS THAT TELL A STORY

Drumming up support when the company is pressuring workers is not an easy task. Luckily, workers that have made it through the tough process of winning a union at their workplace to a great job of telling the story of how it was all worth it. We'll interview UAW Members from similar workplaces to deliver the message that the UAW is right for them









CUSTOM WEBSITE AND LOGO UNIQUE TO THE WORKPLACE BEING ORGANIZED

All of the positive information about forming a union needs to be freely available in a convenient place, tailored to the workplace being organized, right? We'll make the website inviting, informative and easy to use and designed to fit the worker demographic.

Welcome to Hyundai / Mobis Workers United

Hyundai / Mobis Workers United is a place designed for workers who want to make positive change in their workplace. Where Hyundai / Mobis workers can unite to work towards:

-  Improving our health insurance
-  Improving health & safety standards
-  Making seniority mean something
-  Stopping favoritism
-  Getting temporary workers hired as Hyundai / Mobis workers quicker
-  Shortening the length of time it takes for wages to top out

Collective bargaining means more rights and more power to shape your lives. **Collectively you have more power to negotiate than you have as individuals.** No one will pay any dues or fees until employees have democratically



Join us!

Workers at Hyundai / Mobis Speak up for Change!

- Faster Top Out •Better Hiring Practices •Real Health Care from a World Class Company
- Ergonomics for Worker Longevity •Health & Safety Improvements

What's your reason for

Gaming Union



[Home](#) [About UAW](#) [UAW in Gaming](#) [Organizing](#) [Gaming Union Local 3555](#) [Events](#) [Contact](#)



Solidarity Magazine



Want to learn about the union advantage?

[LEARN MORE](#)



Ready to get the union advantage at your casino?

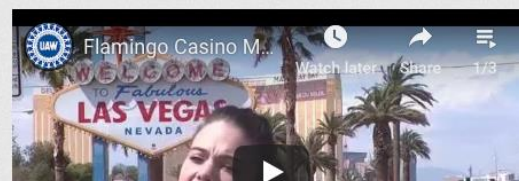
[SIGN CARD](#)

We are stronger together!

Welcome to the digital home of the Gaming Union in Las Vegas. Here you can learn the latest about the Gaming Union, the UAW, organizing, Local 3555 news, retiree activities, etc. This website will give you a sense of why workers join together to form unions with the Gaming Union, UAW, and it will also lay out the challenges faced by all working families.

It's also a place for gaming workers to find information about how to organize their own worksites: why workers organize, how the process works, what they can expect in an organizing drive and the importance of having a voice at work.

Flamingo Dealers and Slot Attendants formed their Union with the UAW and so can you!



SIGN UNION CARDS ONLINE

The UAW was one of the first unions to pioneer the online card signing, which was made possible by a NLRB ruling in 2015.

We can build a custom card sign that will automatically capture the workers email/phone number and connect them with tools for you to communicate with them.

Online signing has many advantages: it's easy, it can be done anywhere, it makes management of the data more efficient and it may reduce the stigma associated with signing a union card for some people.

It's time! UAW Toyota Authorization Card

FILL OUT THE INFO BELOW

Welcome back, Chris!
Not Chris? [Click here.](#)

MIDDLE NAME

Middle Name

Street Address *

ADDRESS LINE 2

Apt, suite, unit, bldg, floor

City *

STATE *

WHERE DO YOU WORK? *

---select a worksite location---

CELL PHONE *

Cell Phone *

I AUTHORIZE THE INTERNATIONAL UNION, UAW TO REPRESENT ME IN COLLECTIVE BARGAINING *

Type your full legal name *

TODAY'S DATE *

Ex: xx/xx/xxxx *

WHY DO YOU WANT TO FORM YOUR UNION? WHAT DO YOU WANT TO SEE CHANGED?

SHIFT *

---choose a shift---

DEPARTMENT *

Department *

GROUP COST CENTER *

type letters and numbers only *

EMPLOYER *


---select an employer---

SIGN CARD NOW

☒ Opt in to updates from UAW Toyota Workers Together

☒ I would like to receive text message alerts from the UAW(Msg & data rates may apply)

Sponsored by: UAW Toyota Workers Together

 THE ACTION NETWORK

E-MAIL / TEXT MESSAGE COMMUNICATION

Back in the day, when the workers went home, you had to door knock and cold call. But in the digital age, we'll help you collect their information, so we can get to the workers in real time where they are.



Chris,

A group of five unions successfully unionized about 1,000 workers at the Horseshoe Casino Baltimore, negotiating a contract that took effect this month.

Leaders of Unite Here Local 7 said they plan to unveil details Thursday of the first union contract ratified at Horseshoe. The union local, which represents hospitality workers in the Baltimore area, plans to highlight the agreement during a nationwide day of marches and rallies planned by unions and service sector workers in more than 40 cities.



[Read more on baltimoresun.org >>>](http://baltimoresun.org)

In solidarity,

TRACK THE PROGRESS OF THE WEBSITE USING OUR INTERNAL PROJECT SYSTEM SO YOU ALWAYS KNOW WHAT'S GOING ON

Let us hook you up with our project management system so you'll always be up to date on projects status and have the chance to provide input in the process.



INTERNAL, FLEXIBLE, FAST SERVICE

Let us handle the technical and design stuff so you can focus on the workers! In-source with the UAW Communications Department!

Contact: Chris Skelly – UAW Communications Department Web Developer – cskelly@uaw.net – (313) 926-5087