



SEVEN STEPS TO WIN YOUR UNION

Autoworkers across the country are rising up to win our fair share. Our strategy is called “30 – 50 – 70.” When 30% of our coworkers sign union cards, we go public. When 50% of our coworkers sign union cards, we rally. When 70% of our coworkers sign union cards, we demand recognition and file for an election.

Workers at Mercedes in Alabama just hit 30% on cards. Here are the steps they took to organize their workplace — and the steps you can take to organize your own!

Step One: Build a Team

You can't organize alone. A strong team that plans together and shares the work is the foundation for success. Ideally, build a team that is representative of the workplace, with coworkers from every department and shift.

Step Two: Recruit Leaders

The people we recruit to our team need to be able to bring others with them. These should be coworkers who are respected and appreciated. If you don't have workplace leaders on your team, you won't get very far.

Step Three: Map Your Networks

Ask yourself: how many people can each person connect with? The answer can help you cover a lot of ground quickly. Find the tugger drivers, team leads, and floor walkers and recruit them to your team. The goal is to reach as many of your coworkers as possible as often as possible.

Step Four: List Work

Build an organizational chart. Identify everyone who works in each area of the plant. Then talk to everyone and identify who is with you. Track who has signed

union cards and who hasn't. Is one of the card signers widely respected by coworkers in their area? Recruit them to your team! Is one area a union hotbed? Reach out and see if they can talk to coworkers in nearby departments.

Step Five: Be Public

We aren't going to win by organizing in secret. We need to be visible and vocal.

Step Six: Win People Over

Our goal is to win our coworkers, not write them off. If someone doesn't want to join the union, don't be disrespectful. Instead, look at them as an equal and encourage them to stand with their coworkers to take action and make their workplace a better place for everyone. Our greatest strength is each other!

Step Seven: Seize Opportunities

It's often said that management is the best organizer. Management call unexpected overtime? Did they make a change to benefits for the worse? It's important to be on the lookout for issues that can help unite everyone and demonstrate our collective power by taking action together.



SEVEN QUESTIONS TO DRIVE A STRONG DISCUSSION

1

How does your campaign match up to the Seven Steps to Win Your Union? Are you strong in some steps but weak in others? Have you skipped any steps or need to revisit them?

2

How strong is your current team? Are there other coworkers you should recruit to join you?

3

Have you been able to identify areas of the plant where you are strong and areas of the plant where you are weak? How can you build on your strengths and tackle weaknesses?

4

How comfortable are your coworkers standing up for their rights and being visible and vocal about unionizing? Is there a way to encourage more of your coworkers to stand up?

5

Are some people on your team finding it hard to talk with coworkers about the union? What problems are they having? How can you help them?

6

Has management recently done something that got everyone fired up? Were you able to unite everyone behind a plan of action?

7

Are there any steps you would add to this list? Are there people on your team with new steps for your plant?

**Win Your Fair Share.
Join The UAW.**

