



Communicating to Build Powers for workers

LUCA In The Loop provides local UAW communicators with ideas and inspiration. Please feel free to share any information from this email with your members. Please let us know if there is anything you want us to add or eliminate. Please feel free to forward this to any other LUCA or UAW members you believe may be interested.



How to Tell An Inspiring Story

As union communicators, it is more important than ever that we go beyond the 5 W's – who, what, where, when and why – and tell a compelling story of our members in action. One of

the most important communication skills you can possess is the ability to inspire others, especially through examples. People who inspire others become future leaders. They are better salespeople and fundraisers. They are better parents. You can't tell an inspiring story if you don't think anything you've ever done is inspiring. [Full story click here.](#)



[*The Supreme Court Is Demolishing Decades of Precedent on Workers' Rights*](#)

Sometimes, we don't see up front how a political leader's decisions and appointments affect our daily lives while they are in office. Union communications help connect the dots between the policy decisions of our elected leaders and our everyday lives. We must communicate with our members to show how their vote directly impacts important issues, like how much they earn and how safe their workplace is. "While the U.S. Court system is decidedly pro-corporate, most Americans probably don't know just how anti-worker and anti-union it really is," wrote longtime labor journalist Steven Greenhouse in The Guardian last month. "The justices have often shown a stunning callousness toward workers, and that means a callousness toward average Americans." [Full story click here.](#)



[*#StandUpCornell*](#)

The UAW represents members from multinational corporations, small manufacturers, to state

and local governments, colleges and universities, hospitals, and private non-profit organizations. This diversity among members is a testament to the union's extensive reach and impact. Over 80,000 workers in higher education across the United States are UAW members, setting the standards to a better way of life for themselves and their communities. Check out UAW member Gary Gale's story. UAW Local 2300 has been negotiating with Cornell University for months in hopes of securing a fair contract, but management continues to drag their feet. Now, they're trying to scare our members from standing up for what's right. [See video.](#)



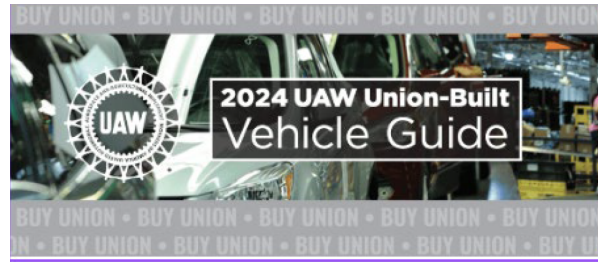
[**Winning a Record Contract**](#)

As communicators, we know the importance of keeping our members educated and informed on key issues that impact their daily lives. This case study shows the key role communication played in the successful 2024 Daimler Truck Campaign that won record economic gains for UAW members. [A LUCA Webinar explaining the strategies is scheduled for December 2024. Click here to register.](#)

On April 26, 2024, the UAW reached an historic tentative agreement with Daimler Truck after mounting a massive campaign and strike threat against the multibillion-dollar manufacturer. This case study provides a comprehensive overview of how the workers at Daimler Truck achieved this unprecedented victory and outlines the strategy and tactics that helped them secure major economic gains, including:

- raises of 25% over four years, 16% in the first year
- the end of wage tiers
- the introduction of profit-sharing and Cost-of-Living (COLA) for the first time since Daimler workers first organized with the UAW
- Improved health and safety language
- And more.

The deal delivered on the union's pledge that record profits mean record contracts and underscored the power of open collective bargaining. [Download the PDF.](#)



LET'S GET SOCIAL

Many locals use social media to educate their membership on issues that impact them directly. A social media favorite is a buying guide that highlights American Made and Union Made products and services. Buying union and buying American shows our willingness to buy only the very best for our loved ones and support fairness and dignity on the job. We also support efforts to keep America strong by raising the standard of living, adding to the economy and saving jobs that may be lost to other countries.

Working people in unions value the hard work and craftsmanship that goes into the products and services we make and provide. That's why buying "Made in America" and "Union Made" products is an important act of solidarity that promotes good jobs in the United States. [For complete guide link click here.](#)

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