

## How Can We Promote Union Label?

- Make union label a part of union meetings
- Conduct educational workshops
- Develop and distribute a directory of merchants that sell union-made products
- Design a traveling display to be used at civic and school functions
- Join school organizations and promote buying union
- Attend community meetings and promote spending tax dollars on union-made school buses, fire and police equipment

Article 54 of the UAW Constitution not only requires that locals have a union label standing committee, but it also states that our policy is to affix a union label on the goods we make. Many local unions have negotiated for the right to put the union label on their products.



### Suggested Resources

#### WEBSITES

unionlabel.org  
uaw.org/standing-committees/union-label/  
aflcio.org/madeinamerica/afl-cio-boycott-list

#### LABEL LETTER

unionlabel.org/label-letter/

#### TEXT PROGRAM (AFL-CIO)

Text "MADE" to 235246 for a list of union-made products.

UAW Education Department  
8000 East Jefferson Avenue  
Detroit, Michigan 48214  
(313) 926-5474  
education@uaw.net

JM:EF:ns  
opeiu494afl-cio



# EDUCATION DEPARTMENT

## UNION LABEL STANDING COMMITTEE



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For additional copies, contact:  
UAW Purchasing Department  
uawsupply@uaw.net  
(313) 926-5221

## **WHAT IS UNION LABEL?**

When you see a union label, whether it is attached to a product or posted at a place of business, it signifies quality goods and services. It also says the workers that produce the product or service are union members and are treated fairly and decently by their employers.

## **WHY A UNION LABEL COMMITTEE?**

- To educate members about supporting one another through our purchases
- To educate members about the power of their purse. This reason was cited explicitly at our founding convention
- To educate consumers about quality goods. Union jobs are more secure than non-union ones. Too often, non-union workers are intimidated and fearful about reporting issues at work, including quality or production issues
- To educate consumers about ethical shopping
- To educate consumers about job creation in the USA



## **WHAT DOES THE COMMITTEE DO?**

- Educates members about the significance of the union label. This could be done through many avenues: At meetings, in the local's newsletter, on social media, at events hosted by the local, etc.
- Creates content. This includes guides, handouts, posters, etc. Knowing the union vendors in your area when it comes to printing, shopping, or even catering can be helpful to your local union in hosting your own activities. If your local or other standing committees give prizes for activities or raffles, help them identify gifts that can come from union stores or union-made products.
- Raises awareness of boycotts
- Supports the local union bargaining committee to include union label in collective bargaining

## **IN THE COMMUNITY**

The work of this committee should not be limited to personal consumption. We can demand that tax dollars be spent on quality union-made products such as:

- School buses
- Police cars
- Seating for stadiums and auditoriums
- Union labor for construction projects

### **UNION LABEL GOLDEN RULE**

Union members, teach your spouses.

Union parents, teach your children.

Don't forget to teach your friends and neighbors to recognize and demand union products and services!