**OPEIU Building Local Union Power**

*An Action Plan for Tackling RTW and Open Shop While Building a Stronger Union*

**✓Set Our Goals**

* 90% of represented workers sign recommit cards and/or one-on-one conversation
* 10% increase in members for current open shops
* 5% of membership recruited as worksite leaders

**✓Gather Our Data**

* use an accurate member database to track progress, create lists and generate reports
* have membership cards and dues authorization forms on file for every member
* gather current contact information for all bargaining units including personal email, cell phone, text approval, membership status

**✓Build Our Team of Member Leaders**

* recruit representative leaders from every worksite, including executive board
* look beyond shop stewards and the usual folks who come forward; reach out to unlikely members who others look to as leaders
* train on one-on-one conversations, workplace actions and member sign-up
* create a fun and unifying environment with rewards, challenges, events, socials

**✓Make Our Union Meaningful Through Direct Workplace Actions**

* make contract campaigns an organizing and union power building opportunity
* respond to grievances assertively to build unity and visible power
* take on issues that members care about and can act collectively to address

**✓Refine Our Message and Communication**

* define our union’s value and how we best communicate that message and vision
* decide what materials we’ll need like brochures, talking points, recommit cards
* update our website, social media, blast email and mass texting

**✓Outreach to Every Member and Non-Member**

* hold a one-on-one conversation with each member and potential member and ask to sign a recommit or membership card
* track and assess the on-going results; report on progress
* have an ask for those interested i.e. join a committee, attend a rally, be a worksite leader

**✓Grow Our Union**

* look for opportunities to strengthen our union through organizing new members
* use the *Targeting and Campaign Assessment Guidelines* to develop leads
* ensure a topnotch New Employee Orientation (NEO) program

**✓More Preparation**

* plan for alternate dues deduction, electronic sign-up, limited revocability, and other creative approaches
* negotiate model contract language for NEO, better access, email use, release time
* budget and prepare for any potential losses
* deepen our relationship with community allies

*opeiu:153*

*aflcio*

FORM: OPEIU BUILDING LOCAL UNION POWER. REV. 9/17