**What is a Contract Campaign?**

**Some Definitions**

“A contract campaign is an effort to broaden the collective bargaining process beyond what happens between the union and management at the bargaining table.

It is a concerted effort to: identify employer vulnerabilities, activate the membership and involve community allies to win immediate goals (improvements in the contract) as well as build the long term strength of the union.”

“Contract campaign: a comprehensive effort to exert pressure on an employer by impacting its multiple, ongoing relationships, in an effort to win in negotiations and to strengthen the union.”

“Power determines success in a contract campaign; our aim is to shift the power dynamic, in order to win a good contract in the short term and to build a stronger, more powerful union in the long term.”

“Ideally, a contract campaign is the start of an ongoing process to permanently alter the power relationship between labor and management.”