A CHECKLIST FOR MOBILIZING MEMBERS

Strong unions are built when leaders mobilize members to take collective action to solve workplace problems.

But, not all workplace problems are ideal for mobilizing members. To be a good workplace problem to involve and energize members, the problem should:

* Be widely felt – affects a large number of people.
* Be deeply felt – people have strong feelings about the problem.
* Be easy to understand.
* Be non-divisive – avoid issues that divide the membership, and those that might divide us from the clients or public we serve.
* Have a clear, easily understood solution.
* Be winnable – members should believe there is a good chance of winning – ideally, in a short period of time – or that there is a good strategy to win.
* Build leadership and ownership – there should be many roles for members to play and many ways to be involved.
* Give members a sense of their power – developing and carrying out a successful strategy builds confidence and belief in the union.
* Be worthwhile and result in real improvement in members’ lives – it is important to believe in the fight and see positive change as a result.
* Alter the power relationship – having active members changes the “balance of power” in the workplace.

Checklist for Developing

Workplace Actions

**Workplace actions have two main goals: 1) To pressure management to fix an identified problem; and 2) To maximize worker involvement in the union.**

**To help decide what action to take (and what series of actions to take), look for “Yes” answers to these questions:**

* **Is it “appropriate” to the problem?**
* **Will it “move” the target to fix the problem?**
* **Will workers be willing to do the action?**
* **Does it create unity among the workers?**
* **Is it practical?**
* **Is it fun?**
* **Is it creative?**
* **Does it have a “hook”?**
* **Does it generate a “buzz” in the workplace?**
* **Does it require resources? (Y) (N)**
* **If yes, what are the resources and**

**are they available? (Y) (N)**