

ITF

Moving the  
World  
Forward

# ITF ORGANISING TOOLKIT

ORGANISING FOR  
POWER IN THE  
CARIBBEAN



INTERNATIONAL  
TRANSPORT  
WORKERS'  
FEDERATION

# ITF

**THE INTERNATIONAL TRANSPORT WORKERS' FEDERATION (ITF) IS A DEMOCRATIC, AFFILIATE-LED GLOBAL FEDERATION OF 670 TRADE UNIONS IN 147 COUNTRIES, REPRESENTING OVER 18 MILLION WORKING MEN AND WOMEN IN ALL TRANSPORT SECTORS. THE ITF PASSIONATELY CAMPAIGNS FOR TRANSPORT WORKERS' RIGHTS, EQUALITY AND JUSTICE.**

**WE THANK UNIFOR FOR THEIR SOLIDARITY AND SUPPORT FOR ALLOWING THE ITF TO ADAPT THEIR 'ALL IN' CAMPAIGN TOOLKIT TO PRODUCE THIS TOOLKIT.**

**COVER PHOTO: REUTERS**

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# FOREWORD

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## TACKLING INEQUALITY IN THE CARIBBEAN

The Caribbean has a very long and proud history of overcoming overwhelming odds to ensure that its citizens have a very proud and powerful democratic voice. Since the beginning of the trade union movement in the region, its leaders have pursued a fair deal for workers and recognition for the vital contribution they make to economic development and the unique culture in the region.

Organising strong and maintaining dynamic union membership is critical to building on the foundations that have previously been fought for. Post-Covid, once again the union movement needs to fight for workers' rights and tackle inequality as the voice for workers and communities.

Attacks on workers' fundamental rights, together with the growing threats of deregulation, casualisation and other new forms of employment, are putting workers' lives and livelihoods at risk.

The International Transport Workers' Federation (ITF) and its affiliated unions stand shoulder to shoulder with the Caribbean labour movement and workers in the region and their right to organise and pursue a bright future.

Our aim is to build a dynamic network across the region and contribute to growing the union movement. This can only be done through local leadership.

We want our affiliates to engage by:

- **Leading:** proposing, developing and driving initiatives.
- **Connecting:** building essential partnerships throughout the region and ITF family.
- **Learning:** anticipating trends and gaining strategic insights and through ITF activities.
- **Contributing:** engaging actively in our projects, events, transformation mapping and membership growth.

To combat inequality, effective, meaningful engagement of workers is a key enabler. When workers organise and bargain collectively, they have a greater influence on the terms and conditions under which they work. Workplaces are the front line in the fight for rights and democracy.

We hope that this organising toolkit, designed and supported by our leaders in the region, will be the catalyst to grow the union movement locally, inspire a new generation of union members to join and tackle the inequality faced by many workers in the Caribbean region and ensure that corporate greed doesn't turn back the clock on our hard-won rights and protections.

Stephen Cotton  
ITF General Secretary

# INTRODUCTION: LET'S GET STARTED

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## **FIRST THINGS FIRST: ORGANISING IS MORE THAN JUST A WORD.**

Organising is all about how workers are empowered by a shared belief that by working together we are thousands of times stronger than on our own. Organising is about realising the power that we can have through a union and our collective action.

Organising is the key to a strong union, continuing to build power by growing our unions and the movement across employers and sectors. The process can be challenging, but also exhilarating and incredibly rewarding as workers come to realise the power and respect that comes with forming a unified body.

Everyone has an important role to play in educating non-union workers to the benefits of joining a union.

The ITF 'Organising for Power in the Caribbean' toolkit aims to provide knowledge and an introduction to the tools that can help you to organise, grow your union and increase your union's collective power. This toolkit is intended to be adaptable to meet your needs and circumstances as a union.

You should see this kit as both your first step and your trusty friend as you seek to organise new members. Not only do we provide you with the basics to starting an organising campaign, but we also provide ideas and campaign plans for winning elections, securing collective bargaining agreements and harnessing the power of solidarity of labour, community and political allies.

We also include a number of tools and sample materials to support your efforts.

If ever you get stuck, don't panic! Many unions affiliated to the ITF have experience in organising and the ITF can help to connect you to unions who can provide guidance and support. Our contact information is included in this booklet—don't hesitate to contact us!

We're excited to embark with you on this mission to organise more transportation workers across global supply chains and harness the power within your union, country and region.

So, let's not wait any longer. Let's educate, mobilise and organise!

# ORGANISING BASICS

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## **ORGANISING: WHAT DOES IT MEAN?**

What is being organised? Workers!

Who is doing the organising? Workers! (with the help of a union).

Why bother organising? To realise the power of collective power by coming together as a union.

That is a good place to start.

## **MORE ABOUT WHY ORGANISING IS IMPORTANT**

Unions organise to provide workers with a voice at work. With union representation and collective bargaining, workers have the opportunity to protect and improve their working conditions and living standards. We organise because what we want for ourselves, we want for everyone.

Organising builds and strengthens our unions. It's not just about numbers. It's about our strength and vitality of our organisations. New members create new enthusiasm. Increasing union membership and density builds our influence with employers, in the sectors where we represent workers, and enhances our presence in the community.

## **WHERE DO WE EVEN START?**

At the ITF, we support a pro-active and strategic approach to organising and by reading this campaign toolkit, you are on the right path!

Unions each have their own variables to consider including labour laws, size and capacity, types of workers represented to name a few. So, the approach to organising workers into a union can vary widely. But there are fundamentals to successful organising campaigns. This toolkit helps you to build a strong campaign based on those fundamentals.

Start by asking yourself:

- Is there anyone I know who is not a union member but could benefit from joining?
- Are there workers in my workplace who could become part of our union?
- Are there groups of workers who face precarious conditions (contract, temporary, fluctuating jobs) that we could support, in our workplace or in the community?

# TAKE ACTION!

An important part of organising is being creative: it helps to think outside the box and have new ideas for workers who could join your union. Here are a few to get you started.

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## NEW ORGANISING: GROW YOUR UNION BY ORGANISING NEW WORKPLACES

- 1. Build your team:** identify and recruit existing union members (and maybe retirees!) to be trained as “member organisers”.
- 2. Develop leads:** Map contacts that existing members have with non-union workers; Consider workers that are linked to your members (supply chain, proximity, previous employers, friends, family, etc).
- 3. Establish an organising team:** A group of workers that are commitment to forming a union at their workplace may start small but will grow as other interested workers are identified as union supporters.
- 4. Know the issues:** Consult with your Organising Team (OT) to develop a list of key issues affecting (and motivating) workers.
- 5. Develop materials:** Materials around the identified key issues and basic union education will help support union organising efforts.
- 6. Map the workplace:** Work with OT members to create lists of workers by shift, location, and any other pertinent information and then divide up the workers so each OT member has a group of workers they are responsible for.  
*It helps to recruit workers from different shifts, work areas and job types to your OT.*
- 7. Educate workers:** OT members can use the created materials to educate members on the issues and answer questions or concerns.
- 8. Call the question:** Once your OT member has educated a worker on the issues, it's time to call the question... “do you want to join together with co-workers to form a union?”

Where a union election is not required:

- **Sign up new members:** Once a worker expresses interest in joining the union, get them signed up!

Where a union election is required:

- **Assess worker support:** If laws in your country require a union election, it is very important to map union support in the group of workers. Based on the answer you get when you “call the question”, a worker is assessed between 1—5 (see Assessment Forms page 7).
- **File for election:** Once you have a number of union supporters above the threshold (to be determined by a given union, based on national requirements), file for election.
- **Counter anti-union activity:** Interfering with a workers’ right to form a union is a violation of the ILO, but that still doesn’t stop some companies from doing just that. Work with you OT to develop a plan to inoculate workers to anti-union behaviour and document any misrepresentations, harassment or other anti-union behaviour.
- **Get Out the Vote (GOTV):** Once you have filed for election and a date has been set, mobilise your OT members to keep union supporters informed on key dates related to the election and make a plan for them to vote on Election Day.
- **Form your union:** Congratulations on winning a union election! Now that work begins to negotiate a Collective Bargaining Agreement to enshrine your rights and protections.

## **INTERNAL ORGANISING: ORGANISING NEW MEMBERS AT UNION-REPRESENTED WORKPLACE**

The same steps listed for New Organising apply to Internal Organising, with some slight changes:

- The “Organising Team” can be made up of elected shop stewards (workplace union representatives) along with key union activists.
- Worker education is key and many potential new members are likely to be new employees and new to a union workplace.
- Additional materials may be developed for Internal Organising that more fully introduces a worker to your union, including the benefits that come with being a member and a key point of contact for any concerns.

# ORGANISING TIPS AND TOOLS

## **10** TEN PRINCIPLES: THE KEY TO SUCCESSFUL ORGANISING CAMPAIGNS

1. Organising is built on one-on-one communications.
2. Organising requires preparation and attention to detail.
3. Workers must be supportive and invested in organising campaigns.
4. A large, representative, active inside organising team is the key to winning campaigns.
5. The union must develop, with the workers, a winning strategy.
6. We need to build a strong majority around clear issues and a unifying message.
7. Expect fierce opposition (and plan to counter it).
8. Move campaigns fast!
9. There's a role for everyone to play in the campaign.
10. Building a union doesn't end with winning the vote.

## **MAPPING 101: A KEY ORGANISING TOOL**

Mapping is an organising tool which helps us build a visual representation of a single workplace or a series of workplaces. Mapping helps us to visualise and assess where we have support, where we do not and where we can create some inroads.

### **Why use this tool?**

Mapping can be done in different ways and for different reasons. The most basic reason why we use it is because it has been demonstrated (in research and in experience) that it is the most effective way to assess current support for an issue or campaign, and to make a plan to increase it.

Whether we are using the tool to assist a non-union worker to compile information for a future union organising campaign in their workplace, or helping to identify members from our own workplaces who might help to reach out to workers or have more information that could support a campaign, mapping is a very useful tool.

Mapping is one of the key achievable goals of the organising team. The process and the product at the end are both useful in developing the organising team and knowledge for the drive.



Photo: Reuters

## How to start mapping

Get together with members of your organising team—they could be members of your local union, activists or others you are working with to get a campaign off the ground. Mapping should be done as a group project because no single person holds all the answers. If you can, work with an organiser from your national union to guide you in the right direction.

Here's some basic:

- Use flip chart paper and markers so that everyone can include their input.
- Draw the workplace and include the physical locations of workers, management and other relevant information connected to the workplace (for example, suppliers). Your map should also include activists that you can engage to assist in building support or getting further information.
- Keep your map up to date! Revisit your map as a group and see what additional information you can add to it. Maps are never completed in a single round.

# WORKPLACE MAPPING CHECKLIST

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Before you start mapping, consider having your organising team fill out the following checklist.

1. Who manages the facility?

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2. Who owns the facility?

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3. How many workers are:

- Full-time Part-time \_\_\_\_\_
- On-call/agency workers \_\_\_\_\_
- Women/men \_\_\_\_\_
- Young workers \_\_\_\_\_
- Workers of colour \_\_\_\_\_

4. What are the predominate languages in this workplace?

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5. What are the hours of operation?

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6. What are the shifts?

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7. What are the different work areas?

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8. What are the different job classifications?

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9. Do you have names of workers in any of the areas or departments?

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10. Are there areas where you have can access information about the employees?

*Employee of the Month, schedules, workplace newsletters etc.*  YES  NO

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11. Who are the identified leaders in the workplace? What shift, work area and job type do they have?

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12. Do we have names of any supervisors in any of the areas or departments?  YES  NO

13. Do employees have a separate entrance?  YES  NO

14. Do employees have a separate parking lot?  YES  NO

15. Do employees have a break room?  YES  NO

16. Is there an area where workers take breaks?  YES  NO

17. Do workers hang out somewhere after work?  YES  NO

18. How are people getting to work?

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19. Do we know about any incidents of harassment or discrimination?  YES  NO

20. Are there any health and safety hazards in the workplace that the employer needs to address?  YES  NO

*If yes, please elaborate:*

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21. What are the major workplace concerns?

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22. Is overtime mandatory?  YES  NO

23. Is overtime allocated fairly?  YES  NO

24. What benefits (health, vision, dental, pension) do workers receive?

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25. Does everyone receive the same benefits?

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Photo: Reuters

## ORGANISING A SUCCESSFUL 'KNOW YOUR RIGHTS' EVENT

As union members, we sometimes forget that the information we get through our union and through collective bargaining is something that non-union workers don't have access to. Part of our work as union-members is to extend that knowledge to those workers who might need it most.

The following checklist will help you open the doors of your workplace or local union to invite non-union workers and share with them some of your knowledge.

The event is called a "know your rights" event: it is vague for the simple reason that it can be adapted according to the information you want to share with others.

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### Three months before the event:

1. Decide on the goals of the event.
2. Gather a small team to help organise the event.
3. Assign an event coordinator.
4. Get cost estimates (food, venue, materials, etc) and identify what budget/costs are possible for your local.
5. Decide on time and date.
6. Call the national organising department to tell them about your plans for the event.
7. Make a list of guest speakers and topics for the event.
8. Create a promotional poster for the event.
9. Start developing a plan to reach your target audience.

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**Two months before the event:**

1. Prepare final copy of the poster or invitation to the event.
2. Make a list of locations where posters can be dropped off or posted.
3. Order materials and food.
4. Send out an invitation to guest speaker(s).
5. Decide what to include in packages of information for participants.

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**One month before the event:**

1. Distribute posters.
2. Review and create required signs, such as registration, directions, etc.
3. Finalise the plan for the event with the Organising Team.
4. Review/finalise task sheets and tentative agenda.
5. Finalise participants' packages.
6. Assign an MC for the event.

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**Two weeks before the event:**

1. Confirm volunteers for registration, facilitators and guest speakers.
2. Give an estimate of guests expected for food and materials.
3. Make phone calls to any potential guests to maximise participation.

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**A week before the event:**

1. Confirm the number of participants attending.
2. Distribute additional flyers/posters.
3. Confirm that all required materials and equipment are accounted for.
4. Put packages together for participants.

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**During the event:**

1. Distribute an email sign-up sheet.
2. Identify potential participants/activists who would like to keep in touch, continue working on common issues.
3. Distribute evaluation forms to get feedback on the event.
4. Make sure that new participants have a chance to engage—and that your seasoned activists don't take up all the space.

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**After the event:**

1. Compile all of the evaluation forms and document feedback for next time.
2. Enter all collected contact information into the central contact database. Do this as soon as possible so that you can follow-up with people/leads as needed.
3. Follow-up on any potential organising leads—set up meetings with individuals, document new target groups of workers.
4. Share the results of the event with the national organising department.
5. Celebrate your efforts with your event organising team.
6. Start planning the next event!

**A UNION IS SIMPLY A COLLECTION OF WORKERS WHO HAVE A COMMON GOAL. IT IS A WAY FOR YOU AND YOUR CO-WORKERS TO COME TOGETHER TO HAVE A VOICE, RESPECT AND DIGNITY AT WORK THROUGH CLEAR AND FAIR RULES FOR THE EMPLOYER TO FOLLOW. IT IS ALSO A WAY FOR YOU TO IMPROVE YOUR WORKING CONDITIONS.**

## **COLLECTING, BUILDING AND FOSTERING CONTACTS**

Most organising leads come through a 'contact'. This is not simply someone who is listed in your address book, instead contacts should be collected, built and fostered in a particular way over time.

A contact can come in the following forms:

- A worker calls your local union to ask how they could become a member.
- A worker visits your local union.
- A worker is referred to you by a third party.
- You are talking to an individual about their job and you find out they are not represented by a union.

**This is key:** at this stage, you do not have sufficient information to pass on the contact to your regional organiser. To maximise this opportunity, some probing is needed on your part before passing on the contact's information.

Introduce yourself and your position. State that their call or conversation will be kept confidential. Take notes in order to properly document the information you are gathering.

Ask the worker their name and contact information. **Note:** this can sometimes be a challenge since some people are hesitant to give their information at first. Don't be pushy but remind them that if there's anything we can do to help, we will need to be able to contact them later.

Give a short overview of what a union is and does. Avoid long, drawn-out explanations and avoid using jargon such as "ratification", "arbitration award", "convention", etc.

**Here is a short example:** "A union is simply a collection of workers who have a common goal. It is a way for you and your co-workers to come together to have a voice, respect and dignity at work through clear and fair rules for the employer to follow. It is also a way for you to improve your working conditions."

Ask why they are interested in unionising at their workplace—it is important to listen to concerns and get a sense of the workplace issues they are facing. Are they struggling with arbitrary decisions and favouritism from the employer? Have they lost wages or benefits? Are they worried about job security and scheduling?

Explain the process of collective bargaining. Talk about your experience at work, and how a collective agreement is the single most powerful tool for workers in a workplace. Let the worker know the situation is not hopeless and that the union can give workers a voice and help resolve their problems. Be careful not to over-sell or make promises. Be clear about the fact that having a union and a union contract is the first step in resolving many issues they have.

It is important for the workers to understand that this will be their union, not an outside force, and that they will need to work to build the union with their co-workers.

Our role is to help them and advise them—we cannot organise the union for them.

There are some pieces of information that will be essential in order to advance towards a potential organising drive. In your discussion, try to do the following:

- Advise them you will be passing the information on to an organiser who will set up a call or meeting to discuss next steps at a time that's convenient for them—they can include their co-workers who they trust to have a discussion about joining the union. At this early stage, the goal is not to recruit co-workers yet.
- Let them know that you can be part of the initial discussion if that would make them more comfortable. Thank them for their interest and indicate that one of the national organisers will be in touch with them shortly.



## QUICK TIPS:

- Listen and empathise.
- Connect their struggle to the reality of other workers.
- Don't give answers you're not 100% sure of. If you need to verify any information and get back to them, it's better to be honest and build trust from the start.
- Re-enforce that collective bargaining and a union contract are the best ways to deal with problems at work.
- Organising is not about being combative in the workplace or going after individuals in management. It is about securing greater fairness and assuring legal rights as workers.
- Probe for key information that will help organisers assess the situation. Write it all down.
- Ensure they understand that they and their co-workers are the ones that will make this happen.
- Be positive and clear about the process of unionisation. It does not involve a single person doing all the work, it is built with a large group of committed people.
- Stress the fact that the conversation is completely confidential.
- Make sure they know they have a legal right to talk to us and to organise a union in their workplace. The law says so!

## MULTIPLYING VOICES AND BUILDING BRIDGES

Unions are about empowerment for everyone, including groups that are usually marginalised within society. As workers, we share something in common—the fact that we all work—and use it to build power. When certain voices or experiences are excluded, our collective power is undermined. Unions need to reach out to communities who are not traditionally represented in usual union spaces, including meetings, democratic processes and other events.

Too often, those who participate in union life do not represent a large array of the various communities that can make up a workplace.

Women, aboriginal workers, workers of colour, LGBT+ workers, young workers, workers with disabilities and many others are too often less represented in union events.

The process to increase diversity is something that needs to happen at every single step.

The best way to develop meaningful participation from all communities is to include all voices and to move forward, together, on common issues.



### QUICK TIPS:

- If workers from traditionally marginalised communities are excluded by the union, then the union is not living up to its potential.
- Identify leaders who come from all communities can bring particular insight and experience to the union.
- Remember that participation comes in different forms: not everyone has the same flexibility in their time and energy. Some may have children or elderly family members to take care of. Accept anyone's contribution to your projects and causes, no matter how small. Find different ways for people to get involved if they can't attend evening meetings, for example.
- Be aware that power and privilege can play out in group dynamics in destructive ways. Privilege, like power, can be used for positive purposes but should be used with awareness and care. Ensure that everyone has a chance to speak and pay extra attention that those from traditionally marginalised groups are able to contribute to the discussion and direction.
- Read the anti-harassment statement before every meeting, no matter how small. If the meeting has an agenda (and all meetings should), it should be the first item.
- Make sure that your local union, meeting spaces and gatherings are welcoming to all. Nobody should be made to feel unwelcome due to their age, race, sex, gender, ability, religion or political views. It is your responsibility to make sure that the tone, comment and proceedings of your meeting takes this into account. In addition, events including alcohol may not be of interest to everyone. Keep it safe and welcoming!
- Don't push historically marginalised people to do things because of their oppressed group – that's called tokenism; base it on their work, experience, and skills.
- Be committed to the long-haul: building bridges doesn't happen overnight and is a step-by-step, long-term process.



#### LEGAL LINGO: ORGANISING BY COUNTRY

One of the challenges faced by workers is the current state of labour law across the globe. Generally, the law doesn't fall on the side of workers. The process to organise is different in every country.

#### KEEPING CONFIDENTIALITY

Confidentiality is one of the most important pillars in organising, right from the first meeting with an organiser to the completion of a labour board vote. Union organisers understand that the greatest success rates in union drives come from their ability to keep the confidence of card signers throughout the process. It is equally important that workers are assured that the cards that are signed are never shared with the employer. In provinces where there is a requirement of a vote, this process is done with the utmost confidentiality.

# DIGITAL ORGANISING TOOLS

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**The fundamental principle to successful union organising is to meet workers where they are.**

Historically, this was done at worksites with workers talking to workers while at the job. But gone are the days where unions can rely on power built through the worksite alone.

With the rise of digital communications, many people are online, so digital organising strategies and tools – via text message, social media and email – are effective ways to reach workers.

Below we explain some of the basics relating to the tools, benefits, drawbacks, and things to consider when developing digital organising capacity in your union. These can help build a foundation for your digital organising drive. But most important is for you to identify the best way to contact and mobilise workers and develop a campaign that harnesses the power of this supporter base. In some cases, this may be all in-person or online but most successful campaigns that utilise digital organising are based on a hybrid model.

## ESSENTIAL TOOLS

- **SMS / MMS:** Direct communication with individual workers on mobile phones. This channel can be more labour-intensive, as texters must take the time to send individual messages, but more personal and conducive to two-way conversation. This channel can also be used to send broadcast messages to workers.  
– Examples: text messaging, WhatsApp, Telegram (could also be used for Telegram channels).
- **Social media platforms:** Public/private real-time communications to groups of workers. Social media posts can be seen by the general public or specific groups of people depending on privacy settings. This channel can facilitate information sharing amongst workers and help generate public momentum around the campaign.  
– Examples: Instagram, Facebook, Twitter (X), WhatsApp Channels.
- **Email:** Email communication is an easier and efficient way to communicate with large groups

of people. Email marketing platforms allow for personalisation and audience segmentation meaning that you can change your messaging depending on who you're talking to.

- **Digital organising platforms:** Enable you to build networks of workers, store their information, and track the actions they take such as email opens and petition signatures. Digital organising platforms can help you build online campaigning actions and send SMS and email communications from one tool to your entire network.

## BENEFITS OF USING DIGITAL ORGANISING TOOLS

- **Easier to access workers:** In-person communication requires physically being in the same space as a targeted worker, which can be logistically challenging. Making contacts strictly in-person can take much longer and requires the capacity to have people available to physically meet with workers. Digital outreach is more scalable and can be done by anyone, anywhere and at any time (within reason).
- **Less employer interference:** In-person contact at the workplace comes with the potential for surveillance and intimidation by employers, creating a situation where workers do not feel as relaxed nor feel comfortable to be honest. Digital communication can be more private, creating a safe space for workers to share their issues and/or support for the union.
- **Building worker networks:** Tracking contacts and contact information is more easily recorded and accessible using digital communication tools. It is easier to build profiles of workers and understand what actions they have taken. It is easier to retarget workers for future communications or mobilisation and build national or regional solidarity by sharing campaigns.

## DRAWBACKS OF USING DIGITAL ORGANISING TOOLS

- **Less personal:** Building trust and developing open lines of communications can be more easily done in-person than through digital communications, especially when you are first establishing contact with workers and identifying activists.
- **Requires access to technology:** Depending on the situation, not all workers may have reliable access to the technology needed to communicate using digital organising tools. This could include both the mobile phones and/or computers, as well as reliable internet access and phone service.

## KEYS TO DIGITAL ORGANISING

- **Building contact lists:** Collecting reliable contact information for workers (mobile phone, email, social media accounts) is fundamental. Be sure to familiarise yourself with data privacy laws in your country and get authorisation from workers for future communications.
- **Mapping worker networks:** Avoiding cold calls/texts: Delegate members of your organising team to contact workers, especially on first contacts. Workers are more likely to engage if they have an existing relationship or common experience (for example if they work the same shift).
- **Escalate engagement of contacts:** Base your worker outreach on an Engagement Ladder (see below), where workers are first introduced to the issues, with low bar asks or calls to action before they are asked to be more supportive and involved. Tracking contacts will allow for ease in moving workers up the ladder through the union organising drive.

- **Integrate online / offline communication:** Both online and offline outreach has its upside and downsides. The key is to develop a strategy that is adapted to the workers you are seeking to organise. A successful campaign will consider their conditions and comfort with technology, utilising both in-person and digital organising tools.
- **Track communication:** Starting with the list of workers that you have built (with contact information), track dates and times of contact with workers, along with the nature of the content and the worker's response. This data can help to focus resources and energy and help to build momentum.

## THINGS TO CONSIDER

- **Putting it in writing:** Digital organising will naturally leave a trail so be sure to be very clear in any messages sent to workers. These messages can be shared with others without your knowledge and potentially misconstrued. Focus on the facts and if a worker asks a question you don't know the answer to, don't make guesses.
- **Avoid communication on company-owned technology:** Depending on the type of worker you are organising; they may have access to company-owned technology. Be careful about communicating with workers on these devices or at email addresses or phone numbers associated with their work.
- **Communicate during non-work hours:** Don't put workers into a position where they could face discipline for responding to digital organising outreach during work hours.
- **Find a good balance in timing and forms of communication:** While you don't want to inundate workers with non-stop messages, you also don't want to be so quiet that you

lose momentum. Find a good balance where you keep workers engaged, focusing on the actions you want them to take, with plans to escalate as the organising drive grows.

## MOVING WORKERS UP AN ENGAGEMENT LADDER

- **Worker education:** Share digital content to educate workers on union basics, legal protections, issues, etc.
- **Developing and mobilise networks:** Connect union supporters and organising teams to build solidarity and comradery and to communicate key election developments for workers to mobilise around.
- **Assessment:** Assess a worker's support for the union's organising drive. Any online assessment should be followed by an in-person assessment to verify.
- **Activist recruitment:** Workers that have been assessed as union supporters can be recruited to join union activists on the organising team.
- **Responsive campaigning:** Organising team can communicate with union supporters in response to organising drive developments and anti-union activity. If organising toward a union election, use digital tools to turnout workers to vote.

# **YOU ARE ALL SET!**

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**We hope that this toolkit has allowed you to gain knowledge and resources in order to pursue the goal of organising new members.**

**We're never that far away, so if you're need advice—give us a shout.**

**In solidarity!**

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