

How to have an
**“Organizing
Conversation”**



1. Introduce Yourself

Let them know it's an important conversation. Ask about a workplace issue.

2. Identify Their Issues

Ask about what's important to them, what they hope for, what they'd like to change at work.

3. Agitate and Educate

Help them understand “who decides” or “who's standing in the way” of workers getting what we need. Draw the distinctions between our goals and those of management or politicians in the way.

4. Hope: A Vision for Change

Show your coworker how the union is our tool to win changes at work. We've made “who decides” do what we want them to do before. Share a story about a successful collective action in your workplace, a bargaining victory or a campaign you took part in.

5. Call the Question

“Are you ready to stand with us?” Ask them to join the union and get involved. We're stronger together, with everyone inside the union.

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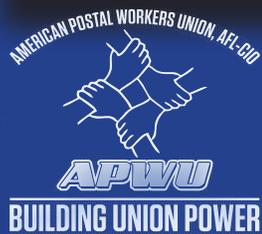
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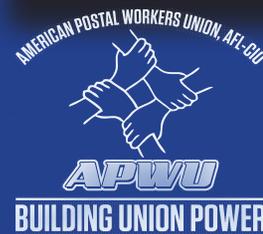
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