

American Postal Workers Union, AFL-CIO

1300 L Street, NW, Washington, DC 20005

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Greetings APWU Leaders,

Anna Smith
Organization Director
asmith@apwu.org

(202) 842.4227 (Office)

National Executive Board

Mark Dimondstein
President

Debby Szeredy
Executive Vice President

Elizabeth "Liz" Powell
Secretary-Treasurer

Charlie Cash
Director, Industrial Relations

Lamont Brooks
Director, Clerk Division

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Coordinator, Northeast Region

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Coordinator, Southern Region

Omar M. Gonzalez
Coordinator, Western Region

As we celebrate 250 years of the USPS and the strength of our newly secured union contract, the threat of postal privatization still looms large. Now more than ever, we must stand united to protect the public Post Office.

Despite our union's many accomplishments, we continue to face serious challenges that put our job security, wages, benefits, and the future of the Postal Service at risk. That's why the APWU is launching a National Organizing Campaign: **Unite & Fight!**

The organizing campaign will be running from September 1st through October 31st.

Thanks to your dedication over the years, 80% of workers in our bargaining unit are proud members of the APWU. That's a powerful foundation but there's still more we can achieve together.

One in five of our coworkers nationwide is not yet a member. Imagine the strength we could build if each of us helped change that. Our goal is for 2,000 members to each sign up at least one new member. Every new union member makes us stronger, louder, and more effective. Organizing is not just a task; it's an opportunity for every member to help grow and fortify our union. We can reach and even exceed this goal, but it will take the full participation of every state and local organization to get there.

What's next? We have a few asks of you as a local leader:

- 1. Please make a proposal as to the commitment your state or local organization can make to reaching our goal of 2,000 organizers signing up at least one non-member.**
- 2. Sign on to the drive either online or by completing and returning the attached goal commitment form.**
- 3. If you don't already have one, consider forming an organizing committee for this campaign and our future efforts.**

Our goal can only be achieved if local and state organizations implement a plan to engage in meaningful, face-to-face conversations with every non-member.

Please don't hesitate to reach out with any questions or requests for support.

Together we can do this!

Organization Director
Enclosures

APWU to 'Unite and Fight' in New Organizing Drive

Despite the many achievements of our union, we continue to face serious challenges that threaten our job security, our pay, benefits, and the very future of the Postal Service. So, how can APWU members fight back against attempts to privatize our Postal Service and keep it running for another 250 years? We must unite and fight by organizing new members into our union.

Locals and states are coming together to unite and fight back against threats to our work,

our contract, and our public Postal Service. That is the theme of the new APWU internal organizing drive – Unite and Fight. The organizing drive will kick off on Sept. 1 and will run through Oct. 31.

Today, about 80% of postal workers are organized. That's great! But it also means that one in five of our coworkers across the country don't belong to our union. We've had knock-out successful organizing drives in the last few years; now we're taking a new course. Our goal is for 2,000 individual members to sign up *at least* one new member. Organizing is every member's responsibility!

Why Organize?

Often when we highlight organizing victories, we're talking about new organizing wins, where workers are winning union recognition for the first time. Of course, our union is already well-established and recognized by the Postal Service. First, a union derives its power from its members, joining together, exercising their collective voice to win on issues that matter most to them. The more members in a union, the more representative it is of the workforce, the louder its collective voice, and the harder it is for the boss to play workers off one another. Quite simply, there's power in numbers.

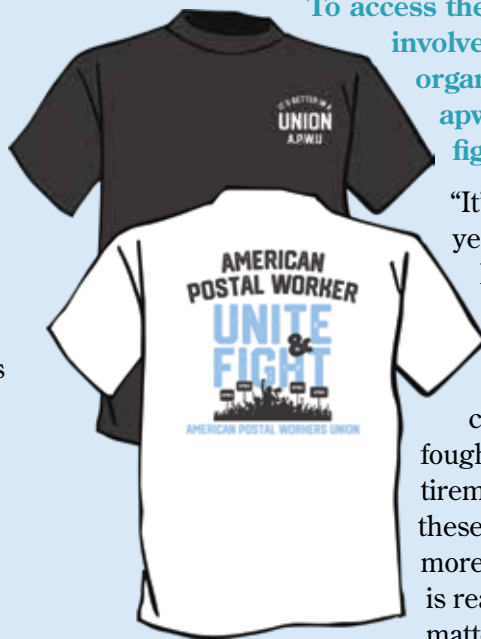
There's power in numbers.

Second, internal organizing is an opportunity to make a union stronger by exercising its union muscles.

Having conversations with coworkers, identifying and addressing workplace issues, recruiting new activists and leaders – these are all things we can achieve when we develop a plan to grow our union, talk to nonmembers, and find out what's most important to postal workers today. Talking and acting like a union, leading and engaging in collective campaigns, and signing up new members allows us to flex our APWU muscles and grow stronger together.

The APWU Organization Department, led by Anna Smith, has developed a toolkit of helpful materials to bring along with you when reaching out to nonmembers. This includes various brochures on the benefits of union membership, highlights of important victories that our union has achieved, and more.

To access these tools and get involved in this critical organizing drive, visit apwu.org/unite-and-fight.



"It's been an exciting year," said President Dimondstein, kicking off the campaign. "We won a decent new contract, and we fought off devastating retirement cuts. We've won these battles and many more because our union is ready to fight for what matters to postal workers. We'll be even stronger

when we've signed up the nonmembers in workplaces across the country and grown our union family. Everyone can be an organizer – let's do this together!" ■

For members who recruit new members, there will be weekly drawings to win prizes and a grand prize cash drawing.