

OPEIU Steward Update is a bi-monthly newsletter for the information and education of OPEIU's dedicated stewards.

Using Words that Work

In today's uncertain environment where attacks on working people and their right to unionize are commonplace, it's vital that we all step up our commitment to organize and mobilize to reach out to new members and increase engagement among existing ones.

To do that, we must choose the right words that will resonate when talking with them, especially when reaching out to new employees who might not become connected to their union otherwise.

Here are some examples of words to avoid, and others that we can use to greater effect in our conversations and written materials:

WORDS TO AVOID AND REPLACE

Workers
[X] workers
Better wages and benefits
All/every/always
Labor unions
Good for (our) economy, productivity
Strength in numbers
Make my/your voice heard,
make my/your life better
If we join, if we act, if we commit
(Economic) inequality
Put into action, build power together
Collective bargaining
Union contract

Source: ASO Communications, Lake Research Partners

WORDS TO USE AND EMBRACE

Working people
People who work in [X]
Earn a good living while having a life
Some/many/often
Unions of working people
Good for our country/America/families/working people/communities
Power in numbers
Bring change, strengthen our communities

When we join, by acting in union, by making a commitment
(Economy) out of balance, too much wealth in too few hands
Retake the reins, set the rules, united we stand
Negotiate collectively
Negotiated contract



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Getting Involved/Gaining Access

A Guide for Younger Members

