

Union Strong Checklist

Ideas for engaging & mobilizing co-workers during COVID-19



- Reach Out to Every Member Now** Organize a phone tree and have an “ask” ready i.e. sign a petition, attend a webinar, help collect email addresses, register to vote or just check-in—do they know where to turn for COVID-19 resources and assistance? Do they feel safe at work right now?
- Reach Out to Every Non-Member** Organize a phone or email tree to contact non-members and encourage to stand together with co-workers. Maybe use an electronic membership card to sign up on line.
- Start an Electronic Petition** Organize an on-line petition with your demands to the boss when you can’t get the results you want through the grievance process or other means.
- File a Group Grievance** Lots of co-workers impacted? A group grievance might be a stronger solution.
- Host a Mini-Steward Training** Partner with another steward and conduct a training for stewards on Weingarten Rights, or another topic. Get help from the [Leadership/Steward Manual](#) on the OPEIU website.
- Conduct a Virtual New Employee Orientation** with new co-workers. Use an outline to make sure all information is covered. Get ideas from the [New Employee Orientation Best Practices Guide](#) at opeiu.org.
- Create a Short Video** using your phone. Get testimonials from co-workers or document a workplace violation. Use the video to build support for a particular workplace issue or action or to build morale...or send it to the boss as part of a collective action.
- Establish a COVID-19 Crisis Committee** to learn what’s going on at work, recommend any needed protocols and practices, provide resources to co-workers and to plan any needed group actions.
- Start a Mutual Aid Network** to help co-workers with resources and emotional support.
- Host a Virtual Brown Bag** with your bargaining unit and discuss issues around COVID-19 and what actions you may want to take as a group to get any unresolved needs.
- Survey Members Electronically** about what issues are most pressing right now and get ideas for taking action.
- Take a Unity Break** Take your break all at the same time to show your collective strength.
- Your Great Idea** Whatever that is, figure out the necessary resources and take action!

Collective Action

Tips for Success



- ✓ A good issue for organizing is one that is widely felt, deeply felt, is an injustice and can be won.
- ✓ Start with the most interested members to discuss the issue, define it and then expand out to reach others.
- ✓ Build a team to work with you to involve and inform so the victory doesn't belong to a small few.
- ✓ Be creative and have fun, members may be more likely to participate.
- ✓ Escalate—start small and gradually turn up the heat. Build up to larger actions. By starting small, you can take the high road and it gives you a chance to add to your group.
- ✓ Always keep members informed!
- ✓ Know your rights under the law and your contract concerning collective action.
- ✓ Plan your next steps in advance so you're not caught off guard.
- ✓ Encourage people to push past their fear by empathizing and helping them to see the righteousness of the situation.
- ✓ Decide how many members you need to pull off your action.
- ✓ Decide what tactics best fit the situation. Check out [Labor Notes](#) for more ideas.
- ✓ Document your action and share the win!

