

Appendix E

Planning a Strategic Campaign

When problems and concerns arise on the job, use the following checklist to help determine if and how an issue can be used to build a stronger union.

Part I *Analyzing the Issue*

What is the issue and who does it affect?

- Can people be mobilized around this issue (is it widely felt and deeply felt)? Yes () No ()
- Is the issue easily understood? Yes () No ()
- Is the issue non-divisive? Yes () No ()
- Is the issue winnable, ideally in a short period of time? Yes () No ()
- Can this issue increase the visibility of the union and result in real improvement in members' lives? Yes () No ()

How do you want the problem solved? (What is the remedy or goal you want to achieve?)

Who can solve the problem? (Who is the "target"?)

What do you have working *for* you? (Examples: good leaders, unity, past history, resources, contract language, community allies, etc.)

What do you have working *against* you? (Examples: facts, events, managers, opponents, contract language, work rules, policies, etc.)

Part II *Developing and Communicating an Action Plan*

What are some unifying group actions you and other members might take to exert pressure on decision-makers in management? (You should plan a series of actions so that if management is unwilling to move to resolve the problem you can “escalate” your pressure.)

What are some group actions you can take to exert pressure on outside decision-makers (e.g., government officials or agencies, community leaders, etc.)? Again, plan a series of actions (if appropriate for the problem).

Possible Actions	Who Will Do	Date to be Done
Grievance	_____	_____
Group meeting with decision-maker	_____	_____
Button day or T-shirt day	_____	_____
Newsletter article	_____	_____
Petition	_____	_____
Distribute leaflets	_____	_____
Rally or informational picket	_____	_____
Contact community allies	_____	_____
Other:	_____	_____
Other:	_____	_____
Other:	_____	_____

What is our message? (To co-workers? To clients? To the target?)

How will you communicate with the membership about the problem and the actions?

Possible Communication Methods	Who Will Do	Date to be Done
One-on-one	_____	_____
Newsletter/flyer	_____	_____
Meeting	_____	_____
Phone tree	_____	_____
Media contact	_____	_____
Other:	_____	_____
Other:	_____	_____