

ONE TO ONE ORGANISING

Tips for Branches



WORKERS' INTERESTS ARE SERVED THROUGH COLLECTIVELY USING OUR STRENGTH AND INFLUENCE TO IMPROVE WORKING CONDITIONS. HOWEVER MANY ACTIVISTS FIND IT DIFFICULT TO OVERCOME THE RESISTANCE AND RELUCTANCE OF SOME OF THEIR COLLEAGUES TO JOINING A UNION.

ORGANISING IS ABOUT MAKING CONNECTIONS WITH FELLOW WORKERS AND TO WORK COLLECTIVELY TOWARDS A COMMON GOAL.

FOLLOW THE FOLLOWING TIPS WHEN TALKING TO NON-UNION COLLEAGUES ABOUT JOINING A UNION

- **Communication where possible should be face to face**
- **Start one workplace location at a time. Discuss progress, objections with branch to amend approach and messaging**
- **Don't try to sell the Union. Let the discussion involve issues and then introduce IFUT as the means of addressing those issues. Agitate the worker to action around their issues**
- **A well organized branch will have representatives from all departments and of all grades. Aim for like with like organising by branch activists**
- **Don't get defensive, frustrated or angry**
- **Don't make promises**
- **Only give honest answers including admitting if you don't know the answer**
- **Prepare the most common objections with your branch committee and prepare responses**

Organising Conversations – Anger, Hope, Action

Through engagement with workers identify issues they feel deeply about and which they believe need to change (ANGER**). Talk to them about how the situation will not change if we do not stand together through the union to demand that change, and that the Branch are actively working to address the issue (**HOPE**). Get the worker to commit to joining the union or take some action to be part of the campaign for improvements at work (**ACTION**).**