



CHILD CARE PROVIDERS TOGETHER
www.afscme.org/providerprograms

Building Union Strength Around Provider Issues

To be a good issue to mobilize and activate members, the issue should:

- Be widely felt — affects a large number of providers.
- Be deeply felt — providers want to do something about the issue.
- Be winnable — the members should believe there is a good chance of winning, or that they have a good strategy to win.
- Be easy to understand.
- Be non-divisive — avoid issues that divide the membership and those that might divide us from the families we serve.
- Build leadership and ownership — there should be many ways for members to be involved.
- Give members a sense of their power — by developing and carrying out a successful strategy.
- Have a clear time frame — ideally, a short time frame for resolution.
- Be worthwhile and result in real improvement in members' lives.
- Be consistent with the union's values.
- Alter the power relationship — involving members changes the “balance of power” in the community.