

# INTERNAL ORGANIZING MODEL SUMMARY

## STEP ONE : TARGETING

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Decide whether and where to launch an internal organizing campaign.

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- Analyze the membership and obtain employee lists.
- Evaluate the union's credibility and analyze past successes and failures.
- Know the union contract.
- Evaluate the union's resources and build from the union's strengths.
- Know your employer and your relationship with the employer.
- Investigate issues and analyze whether the union can make a difference.
- Identify current leaders that will be involved in the campaign.
- Establish a well-defined target.
- Targets should be best opportunities for success.

## STEP TWO : SET UP AND PLAN

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Carefully plan the internal organizing campaign before you begin.

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- Build a full list of all workers, with home addresses, phone numbers if possible, and specific worksite information.
- Map work areas.
- Develop a sound strategy, a detailed campaign plan and benchmarks for the campaign.
- Establish procedures for record-keeping.
- Identify resources from council and/or local for the campaign.
- Define role and commitment of staff.
- Secure commitment from the leaders to the strategy and benchmarks of the campaign.
- Secure commitments from leaders to a campaign focused on house calls and membership action.
- Evaluate community and other employer pressure points.
- Time your campaign with important events and activities.

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## STEP THREE : DEVELOP THE ORGANIZING COMMITTEE

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Build a representative committee of workers that will accept responsibility for the campaign.

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- Identify respected leaders in the workplace, both members and non-members.
- Organize existing leaders to house call other potential workplace leaders to build the committee and identify issues.
- Refine the issues and craft a message from what you know and what you learn during house calls.
- Refine strategy and benchmarks from what you learn.
- Ensure 5-10 percent of the targeted workforce is represented on the committee in a broad range of work locations, job titles, shifts, ethnic groups and genders.
- Improve the list of workers with addresses, phone numbers and other critical information.
- Train the committee and other activists on house calls/one-on-one communication and the campaign plan.
- Secure commitments from the committee to dedicate the time and effort needed to meet goals.
- Make assignments to the committee members.
- Build solidarity.

## STEP FOUR : LAUNCH THE CAMPAIGN

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With an expanded and trained MAT, we can reach out to all workers through one-on-one contacts.

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- Initiate a house-call campaign to members and non-members.
- Listening to workers is the key to effective house calls.
- House calls will help clarify issues, identify additional leaders and lay the groundwork for worker action.
- One-on-one contacts should result in assessments of the worker’s likelihood of joining the union and participating in workplace actions.
- Maintain a consistent message that is directed to workers in the “middle,” not workers who are already committed to the union.
- Membership sign-up should be a product of worker action, and not the theme of the campaign.
- Use employee orientation to introduce employees to the union.

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## STEP FIVE : ORGANIZE WORKER ACTIONS

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Internal organizing is fighting for change in the workplace by organizing worker actions which increase participation and make meaningful changes in the workplace.

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- Campaigns should start with worker actions that have clear and achievable goals and escalate as membership strength is built.
- A strong turnout for worker actions is key to a successful campaign.
- Broad participation ensures that actions can be translated into workplace victories.
- Worker actions should always include a clear strategy to achieve change in the workplace.
- Community and other alliances should be built to support workers and pressure the employer.

## STEP SIX : CONSOLIDATING POWER

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Once successful worker actions have been executed, the union must work to maintain strength and make the principles of internal organizing part of the culture of the union.

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- Achieve membership growth goals.
- Integrate new leaders and members into the union.
- Translate worker action into workplace change.
- Maintain regular one-on-one communications.
- Continue union involvement in new employee orientation programs.
- Workers who drop their membership should be contacted at the home.
- Make internal organizing a continuing priority for the union.