
To create real change in the workplace, we have to run fast-paced campaigns. An internal organizing drive that stretches out for a long time without actions and real successes in the workplace reinforces workers' apathy and lack of faith in the union.

So how do we create urgency and move a campaign forward?

Sometimes, external factors such as an employer's budget cycle, a legislative session, political elections or the upcoming implementation of a new employer policy can help set the pace of campaigns. Winning workplace improvements may be tied to these external factors, and by necessity the organizing timetable must conform to built-in deadlines. Otherwise, the timetable is totally or partially within the control of the union.

When we set our own timetables, we often allow time to slip away. Creating urgency is about setting deadlines and sticking with them. **For a deadline to become important, it must be communicated to the others.** A deadline for gaining 100 signatures on a petition to the boss is much more persuasive if it is tied to specific workplace action and is communicated to workers. Publicly committing to a deadline is what makes a deadline important. Sticking to the deadline is what makes it real.

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CREATING URGENCY

SAMPLE CAMPAIGN TIMELINE

Sample Campaign Timeline & Benchmarks (First 60 days)

8/3/00	8/21/00	8/25/00	9/15/00	9/18/00	9/30/00	10/2/00
PLANNING MEETING	COMPLETE INITIAL MAT RECRUITMENT	MAT TRAINING				
		HOUSE-CALL KICKOFF	100 HOUSE CALLS COMPLETED		150 HOUSE CALLS COMPLETED	
			50 NEW MEMBERS	75 NEW MEMBERS	100 NEW MEMBERS	
			200 SIGNATURES	MAT TO SUBMIT PETITION START TURNOUT PLAN FOR WORKER ACTION	CONFIRM TURNOUT	WORKER ACTION ON FORCED OVERTIME

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