Signing Up and Activating New Members

Reach Out to New Child Care Providers

Whenever you meet a new provider, you have an opportunity to “organize” the new provider – that is, ask the individual to sign a membership card, join the union and become involved. Place a high priority on signing up new members, whether the individual is a new provider, or the provider has been around for years but – for whatever reason – hasn’t yet joined the union.

Ask Them to Join

In surveys, the number one reason people give for not joining a union is “No one ever asked me.” That problem is easy to fix – go out and ask fellow providers to join our union.

Every Provider is Important

Child care providers from across the state are potential members and potential union activists.

Organizing Tips

✓ Be a visible union presence. A good first step is to wear your union button or a t-shirt at trainings and conferences.
✓ Contact new providers when they become certified or licensed, if applicable.
✓ Create a “welcome kit” of union materials.
✓ Talk about the importance of being a member of the union and answer any questions the provider has about the union.
✓ Offer a membership card and ask the provider to sign and join the union.
✓ After signing up new members, keep in touch and ask them to participate in union activities and join union committees.
✓ Know your community – who’s in the union, who’s not, where they live, etc.
✓ Talk regularly with members and non-members — get to know them.
✓ Provide union literature (e.g., newsletters) and materials about specific topics of interest to providers so they can see union efforts on issues that affect them.
✓ On issues that affect all providers, ask non-members to participate and become part of the solution.