

## Virtual Outreach 2021: Talking points for recruiting members

<b>Welcome</b> 2 mins	<p>Thank you for taking time today to talk to me about our union. I want to get to know you a little bit and talk to you about our workplace, union and upcoming contract negotiations.</p> <p>But first, let me tell you a little about me.  <i>Short introduction about yourself. How long have you worked for the state, why did you come to work here.</i></p>
<b>Relating &amp; Listening to the other person</b> 5 mins	<p><i>Ask good, open ended questions and listen well. Suggestions:</i></p> <ul style="list-style-type: none"> <li>• How did you get into this work? Do you like working here?</li> <li>• What issues are you dealing with at your worksite?</li> <li>• What would engage you in the union?</li> <li>• What would you like to see changed in the contract? Why is that important to you?</li> </ul>
<b>Why the union is important to you</b> 3 mins	<p><i>Be personal here and speak from the heart.</i></p> <p><i>What is the value of the union for you?</i>  <i>Why did you decide to get involved in MAPE?</i>  <i>What's something in the contract that's really important to you?</i></p>
<b>Urgency and contract TA highlights</b> 4 min	<p>We have always prioritized advocating for our members, but in responding to the pandemic we have fought for safety protocols and telework whenever possible. With the looming budget deficit, fighting for our contract with a unified voice and building power in numbers is more important than ever. We will need every bit of that strength to be successful with our next contract and at the Capitol this year.</p>
<b>Making the Ask</b> 3 mins	<p><i>Make it personal, specific and immediate:</i></p> <ul style="list-style-type: none"> <li>• The solution is to build a strong organization and we need people like you to join with us.</li> <li>• You must be a member to vote on the contract we're about to start negotiating with MMB, so now's a great time to join MAPE so you can cast your ballot and let your voice be heard. Every vote matters; it sends a message to the legislature that our jobs matter and we deserve this contract.</li> <li>• <u>Will you</u> join with <u>me</u> and make our union stronger today?</li> </ul> <p><i>Pause, make them answer.</i></p> <p><i>If yes:</i>  Great! Ask them to fill out the card online at <a href="http://www.mape.org/join-mape">www.mape.org/join-mape</a>. If you're meeting via zoom or the phone, email them the link or share it right away! Let them know they will sign twice – once agreeing to membership and again to pay dues. Invite them to your next local meeting!</p> <p><i>If no:</i>  May I ask what's holding you back?</p> <p><i>If I want to think about it:</i>  Ask them what they are weighing up in their minds about the decisions then <u>make an appointment to follow up with them.</u></p>
<b>Next steps</b> 2 min	<ul style="list-style-type: none"> <li>• Direct them to the website for more information</li> <li>• Let them know who the local officers are</li> <li>• Let them know when local meetings are held</li> </ul>