# Different tactics and their pluses and minuses

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| **Tactic** | **Description** | **Impact** | **Pluses** | **Minuses** |
| **Worksite visits** | A leader or group of leaders go to a worksite for part of or a whole day to meet with members.  Usually there will be an open house style event and then rounds of the workplace or set one-to-ones ahead of time.  [Worksite visit Checklist](#_Worksite_visit_Checklist) | This has a wide impact for the time committed.  You can talk to both members and non-members.  This tactic is great for generating leads for new leaders, steward issues and negotiations issues. | * You can talk to a lot of people and people feel a stronger sense of community than one-on-one. * Members can see each other and their union in the workplace. * You can get a feel for the workplace culture. Is the workplace hostile to the union? Do members generally leave their desks? Are people even in the office? | * This will not work in a mostly virtual workplace or where members are out in the field unless you do intentional outreach to get people into the office. * Conversations tend to be more public, meaning it is harder to make hard asks or avoid disruptions. * Usually done worksite by worksite or local by local. |
| **Open house style events** | The union brings in coffee or food or has an offsite happy hour where people can opt into it.  These events tend to be low key, with an opening speaker welcoming people and leaders prepped to talk to members about the issues we want to focus on.  [Open house style event check list.](#_Open_house_style) | **The impact depends on the culture of the local.**  Many locals will have to host a couple of these events to see continuous attendance because we haven’t had events like this for a while.  These events are good at creating leads for leaders to follow up on. They are also good at creating a culture of being part of and participating in union events. | * You can identify organic leaders (i.e. the people who bring their coworkers with them or who people naturally gravitate to). * You can talk to a lot of people at the same time. * These are GREAT events to develop solidarity and trust between workers. * They can be done off-site so if you have more combative management our members feel more comfortable participating. * Locals can co-sponsor. | * Harder to make direct/hard asks unless you have a plant in the audience who is prepared to raise their hand to volunteer. * Sometimes no one attends and that can be discouraging for member leaders. * It can be hard to find a central place if the region is spread out or people are mostly working from home across the state. |
| **Phone banks** | A virtual or in-person phone bank to call members and non-members.  [Phone bank check list.](#_Phone_bank_check) | The impact tends to be high depending on the number of members answering.  Easy asks like signing onto the platform and joining the rapid response texting group will have a high return.  Harder asks like joining as a member or becoming a CAT member tend to be a little harder and require more follow up.  A phone bank is GREAT for rapid turnout for rallies and actions. | * Leaders can do this outreach from anywhere. * It can be done in large groups with different plans for each local or region. * It is easier to support each other as we talk to members. * You can add games or prizes for members who attend. * A script and call list are provided so there is more structure. * You can clean up a list quickly. | * Phone banks are tedious and often members are just leaving messages. * Many members do not use their office phones anymore, you will get a lot of wrong numbers when you call work numbers. * It is easier for people to blow us off on the phone. |
| **1-1s (virtual and in person)** | Schedule a meeting with a member or non-member to talk about joining MAPE, signing onto the platform and join the rapid response team.  [One to one check list](#_One_to_one) | This is a great tool for talking to workplace leaders and organic leaders who have followers in the workplace.  The impact is very one-on-one, so this tool is perfect for long time non-members or people who have a following in their workplace. | * Great for direct and hard asks. * Great for building strong relationships between members and leaders. * You can fit a ton of one-to-ones into a day. * You can tie this tactic onto site visits or before open house events. | * Often cost time and money. * The member or potential member will usually need to flex their time or use PTO. |
| **Small group meetings (virtual or in-person)** | Schedule a meeting with a group of workers, preferably with something in common like a work site, agency, division, interest or demographic group.  Lead a conversation about the importance of the contract, becoming a member if they aren’t and joining the rapid response team.  [Small group meeting check list](#_Small_group_meeting) | This is a good tool to cast a wide net where people can opt into the meeting, but it is harder to make direct asks of people.  This is a great tool for affinity groups or active members who tend to show up. | * This is a simple way to get the “easy targets” who tend to show up to union events or are already organized. Think of a group of workers who recently had a workload meet and confer, petition campaign, etc. * You can bring people together who have a common problem solved by the platform (i.e. TU), and get them to sign on, become members and join their rapid response team. * Because of the structure, it is easy to identify potential leaders and follow up with them with a one-to-one or a phone call. | * It can easily be turned into a meeting that feels like it doesn’t have a purpose. |
| **House visits like MAPEtober![[1]](#footnote-2)** | Get a list of people in the region or local and go to their house. You can email or call the group beforehand to let them know you are coming, but the goal is to have a face-to-face conversation about the contract, membership and joining the RRT.  [House visit check list](#_House_visit_check) | This tactic takes time but is very good for having deep conversations about values, our contract and why people should join the union.  This is also a good way for people to feel more connected to the union because it is an in-person, face-to-face conversation.  A list of about 30 people could take about a day of driving and talking. | * Has a personal touch   Can speak to people face-to-face.   * It’s harder for people to ignore or hide from the conversation. * Members can feel more comfortable talking freely compared to talking in the workplace or on state equipment. | * People can feel like this is an invasion of privacy. * People may choose not to come to the door or not have enough time. * It takes time. |
| **Teams IM to video calls** | This is like one-to-ones but usually starts with the member leader reaching out via IM to initiate a video call to talk about membership, RRT and signing onto the platform.  [Teams’ conversation check list](#_Teams’_conversation_check) | This has a similar impact as one-to-ones and house visits because it establishes the personal connection.  Generally, they take more time, but have a better impact than phone calls. | * Creates face-to-face connections between leaders and members. * Meets them where they are at in the workplace. | * There are rules around talking about membership via state email and IM so if you are going to use this tactic, you need to be vague in your initial IM and not bring up membership until there is a verbal conversation. |
| **Text Bank** | We should only use this twice and in a coordinated way with all negotiators pitching it.  We would text bank all targets who have provided a personal number.  [Text Check list.](#_Text_Bank_Check) | This has a wide but shallow impact. This is a perfect strategy to pick low hanging fruit, people who often sign up or engage with us and people who waited until the last minute to sign up or be involved.  We would not use this to recruit non-members, but it would be great for recruiting people to the platform sign on or the RRT. | * Wide range of people. | * Easy to ignore! |
| **Email blast** | This is an email with the audience being more than 100 people; usually the full local or the regional group.  This is a common tactic to use when inviting people to an event.  [Email Blast Check list.](#_Email_Blast_Check) | Wide reach, low impact.  Not recommended as a complete strategy, but can be used to increase engagement and attendance at events. | * You can hit a wide range of people. | * Most people ignore them. * Everyone already gets a bunch of MAPE emails. |
| **Post card platform sign on** | A multi-local/regional project to send out a post card with the platform or explanation of the campaign and asks. | The most productive way to use this tactic is statewide, so most likely it will not be something you need to worry about. | * Postcards are more impactful than emails and can add legitimacy to the campaign. | * They are mostly tossed and are most impactful when connected to a personal connection like a phone call, invite to an event or invite to a one-to-one. |

## Other creative ideas

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| **Event/Tactic** | **Description** |
| [Open house events] Dog Park/Park meet and greets | Choose a children’s park or dog park to host a meet and greet. This could be a good tactic for people who have kids and often need childcare to attend an afterhours event. |
| [Open house event] Potluck/Cooking competition |  |
| Group Bowling | Family-friendly gathering, down time to talk union, members get their admission paid, non-members can attend and pay to participate or become members there and get free admission. |
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1. The Organizing Council worked on this campaign in the month of October. [Click here to learn more.](https://mape.org/news/mape-tober-success-boosts-membership-bolsters-cats) [↑](#footnote-ref-2)