**Talking points for recruiting members Contract Campaign 2019**

|  |  |
| --- | --- |
| **Welcome**  2 mins | 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 new contract tentative agreement.  But first, let me tell you a little about me.  *Short introduction about yourself. How long have you worked for the state, why did you come to work here, a little personal background.* |
| **Relating & Listening to the other person**  5 mins | *Ask good, open ended questions and listen well. Suggestions:*   * How did you get into this work? * What is the most important thing to you in your contract? * What do you want to fight to protect in the contract? * What would you like to see changed in the contract? Why is that important to you? |
| **Why the union is important to you**  3 mins | *Be personal here and speak from the heart.*  *What is the value of the union for you? What’s something in the contract that’s really important to you?* **It took a big team to get this contract. Bargaining doesn’t work if people opt out of joining their union.** |
| **Urgency and contract TA highlights**  4 min | We saw unprecedented participation by members in the negotiations process this cycle, which led us to key themes including retaining and recruiting quality employees, professional development, equity and inclusion, and work-life balance. We just completed a contract tentative agreement that includes 2.25% and 2.5% raises and avoided $122 million in proposed increases to heath care cost sharing. Other wins include student loan payment reimbursement, recruiting incentives, bereavement leave and expanded sick leave and phased retirement. |
| **Making the Ask**  3 mins | *Make it personal, specific and immediate:*   * We’re really proud of these victories. Any of them resonate with you? * You must be a member to vote on the contract, and if you think it sounds like a good one, 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. * Our power to negotiate strong and fair contracts ties directly to the strength of our membership numbers. Will you be part of this team and join MAPE today?   *Pause, make them answer.*  *If yes:*  Great! Collect the signed card now. Invite them to the next local meeting  *If no:*  May I ask what’s holding you back?  *If I want to think about it:*  Ask them what they are weighing up in their minds about the decisions then make an appointment to follow up with them. **Deadline to join to vote is Aug. 9.** |
| **Next steps**  2 min | * Direct them to the website for more information * Let them know who the local officers are * Let them know when local meetings are held |

