

EXTEND THE INVITATION: A 10 STEP APPROACH TO INTERNAL ORGANIZING

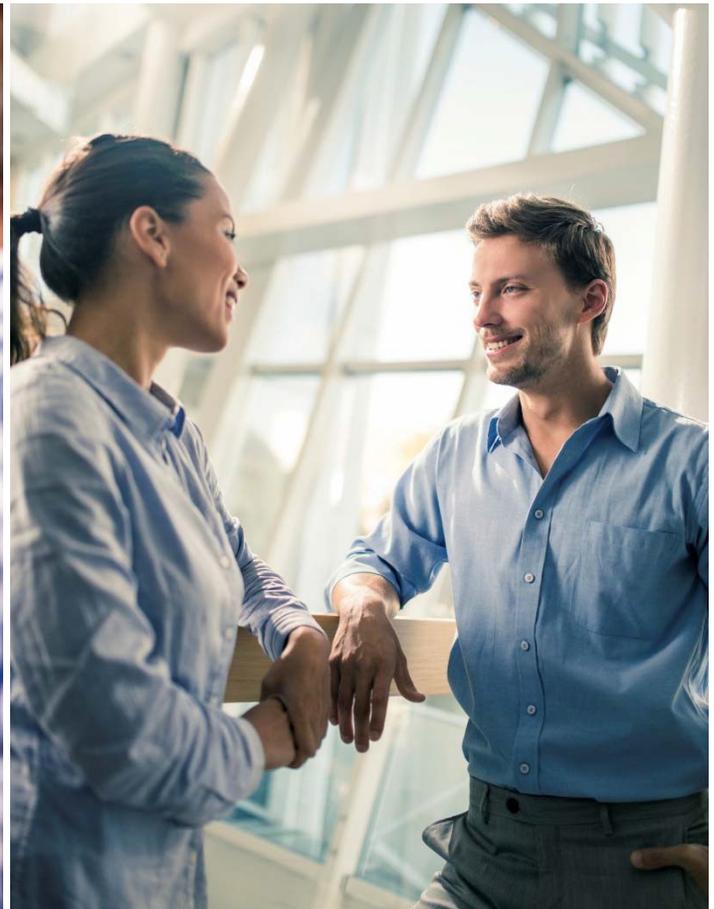


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Extend the Invitation: A 10 Step Approach to Internal Organizing is based upon the International Federation of Professional and Technical Engineers internal organizing program, *Extend the Invitation*.

ABOUT DPE

The Department for Professional Employees, AFL-CIO is a coalition of 22 national unions representing professional and technical workers. DPE affiliates represent millions of professionals in:

- » Education and healthcare;
- » Science, engineering, and technology;
- » Legal, business, and management;
- » Media, entertainment, and the arts; and
- » Public administration.

Professionals are essential to the future of the labor movement. DPE organizing materials, research, programs, and presentations help its affiliate unions organize more professional and technical workers and effectively represent current members.

DPE MISSION

The DPE mission is to assist its affiliated unions in achieving their objectives. DPE does this by:

- » Providing a forum for its affiliates to collaborate, connect, and act;
- » Assisting affiliates in their efforts to organize, represent, and bargain on behalf of professional and technical workers;
- » Communicating the value of union membership to professional and technical workers and the public;
- » Advancing the interests of professional and technical workers through public policy and legislative advocacy;
- » Building alliances with professional associations and societies to promote the interests of professional and technical workers; and
- » Encouraging diversity in the professional and technical workforce.

DPE is an AFL-CIO trade department and as such is independent from the AFL-CIO allowing DPE to focus solely on advancing the interests of its affiliated unions.

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Introduction

Power in the workplace is essential for unions to build on past successes, win new advances, and fully represent members. Workplace power can only be achieved and sustained with high member density. High member density demonstrates to management that the workforce speaks with one voice, making their issues hard to ignore. Unions can grow membership and their power in the workplace with an effective internal organizing program.

Extend the Invitation is an internal organizing program designed to increase membership using a positive, face-to-face approach. The program utilizes 10 steps to plan and ultimately launch an internal organizing campaign.

Step 1 begins with an assessment of the union's ability to launch a successful internal organizing drive. Step 2 necessitates the recruitment of a campaign coordinator who will commit to creating and undertaking the six to eight week program. In step 3, the campaign coordinator and union leaders begin to formulate the preliminary plan to get the program started.

Issue-based organizing drives are more likely to be successful than membership drives that ask members to join for the sake of joining. Step 4 focuses on identifying and utilizing the key issues that will compel potential members to join the union. Step 5 details the communication tools that will help get the campaign message out.

Step 6 works to build the team of volunteer recruiters needed to engage in one-on-one conversations with potential members. In step 7, the entire organizing team, including the volunteer recruiters work together to set membership goals. Step 8 provides volunteer recruiters with the tools they need to feel confident and prepared when talking with potential members.

Step 9 requires working together to categorize members and adopt a strategy for contacting potential members and asking them to join. Finally, step 10 is the campaign launch and wrap up.

In addition to the step-by-step process for creating and launching an internal organizing campaign, *Extend the Invitation* provides additional resources that will help get the campaign off the ground, including:

1. Resources for designing effective communication tools;
2. Tips for creating surveys;
3. Fundamentals for volunteer recruitment; and
4. Reminders for communicating with potential members.

The appendices include more tools to help diagram the workplace and help volunteer recruiters anticipate objections and respond to questions about the union from potential members.

Launching an internal organizing campaign can be a daunting task. *Extend the Invitation* seeks to demystify internal organizing with a step-by-step approach that is fun and rewarding for members.

Complete copies of *Extend the Invitation: A 10 Step Approach to Internal Organizing* are available for unions affiliated with the Department for Professional Employees, AFL-CIO. Please contact DPE Assistant to the President/Research Director Jennifer Dorning at jdorning@dpeaflcio.org for a copy.