

WORKPLACE ACTION CAMPAIGN CHECKLIST



What could your branch be doing?

Campaigning is central to making changes in the workplace. This checklist provides a starting point for branches to be ready for action, whether in a local or a national campaign. The checklist provides a self-assessment of what is already in place and what still needs to be done.

CAMPAIGN PLAN

- Do you have a campaign plan specific to your branch?
- What is your goal for this campaign?
- How are you going to get members and non-members involved and engaged?
- How are you going to communicate the issues and escalate activities?
- Who is going to lead on this and who will do the work?

Having a plan will help you think strategically and put pressure on the employer if necessary.

PRESSURE MEETINGS

Has the branch considered a pressure meeting where employers, an MP or any other decision maker is invited to hear how the issues of pay and the current cost of living crisis is impacting on members? This can be used even if the decision maker declines the invitation. Organisers can support you in putting such a meeting together.

MEMBER DETAILS

If we get to the stage of an official ballot we need to ensure that members details are up to date (ballots have been overturned for this very reason!) so ahead of that possibility branches need to be confident that this is the case. Do your members know how to check and correct their details via the website? We can provide a quick guide.

If you need any support, please contact your dedicated Full Time Organiser for help, resources and training.

If you or your branch are new to campaigning, speak to your organiser about our training in Effective Campaigning.

MAPPING

Has your branch carried out a mapping exercise recently? Doing this not only tells you where to target recruitment and engagement of new members but will help you gain a picture of where your activists and "natural leaders" are. They can help you communicate the campaign aims, gather feelings from members and help the communications flow.

JOINING CONVERSATIONS

If your branch needs to improve its membership density then organising around an issue is an effective way of engaging new members.

- Are your current members confident in communicating the issues on the pay campaign and having joining conversations with their colleagues?
- Does the branch need training/suggestions/resources on how to do this effectively?

RESEARCH

More research provides greater impact in your influencing of members and the employer. Can you use statistics to evidence your campaign need?

For example, in a pay campaign, do you have insight, or can you find out more about your company regarding year-on-year profits/losses? This will help your negotiation pitch with understanding of what is or isn't available.



VISIBILITY

- Is Prospect visible in the workplace, both physically and virtually?
- Are members comfortable using Prospect lanyards or campaign backgrounds for virtual meetings?
- Does the branch have up-to-date physical/virtual noticeboards?

Visibility is important both as a show of strength to the employer but also as a means of gently escalating actions for more nervous members. We can provide campaign posters, badges (both physical and virtual), so staff can show their support, and "How to" guides on digital engagement.

UNDERSTANDING THE ISSUES

- Are your members aware of the discussions surrounding negotiations?
- Do they understand the issues you are campaigning on?
- How is the branch communicating these areas?

ORGANISING MEETINGS

- Has the branch had a meeting updating members on the progress of the campaign?
- Could non-members be drawn in by the meeting and encouraged to join?

COMMUNICATION

- Does the branch have effective communications with members in order to circulate information in a way that flows in both directions?
- Can the branch communicate calls to action quickly?
- Do you use the most effective methods/platforms to reach your membership?