



ORGANIZE!

the nitty-gritty of an organizing campaign

A *NEW* Regional Educational Course

Organizing is the life-blood of the union. Organizing brings new members into our union. Organizing builds our collective strength and assists OPSEU members when

- ✓ bargaining for improvements,
- ✓ enforcing our contracts,
- ✓ and lobbying politicians for changes to public policy to benefit our members and their communities.

This new course seeks to build the organizing capacity of OPSEU as a union and to enhance the skills and knowledge of union activists within their sectors. It is a 1.5 day course that uses a case study to understand the components of an organizing drive.

Members will have an opportunity to

- know how to plug non-union workers into OPSEU.
- understand the legislative framework for organizing,
- assess the ways employers use different forms of discrimination to divide workers,
- identify the key strategic decision-making points in an organizing campaign.
- communicate clearly with diverse non-union workers using a variety of communication tools,

Contact your Regional Executive Board members or the OPSEU Organizing Department for further information.