

# RECRUITMENT AND MOBILIZATION TOOLKIT



## **A Step-by-Step Guide for PSAC Human Rights Committees and Area Councils**

PSAC members are the foundation of our union. Everything our union is able to achieve depends on the strength and vitality of members and on their active participation.



This step-by-step guide is designed to help your Area Council or Human Rights Committee significantly increase member participation so that you grow and thrive. Most important of all, these are simple tools to ensure that you are always in the process of developing more activists.

# MAKE IT RELEVANT

## 1. Identify the main political or workplace issues that your members are facing.

For example, if this is part of a PSAC campaign, localize the problem. How will the federal budget cuts to public services affect jobs and the public in your area?



## 2. Create a communications piece (meeting bulletin, leaflet, handout, etc.)

Specify PSAC and the name of your Area Council or Committee; state the problem you have identified and the need for action; Note the action (in this case a meeting); include the time, place and date of the meeting; whether food will be served, a contact person with phone number and an email.



### For example:

You want to call an urgent meeting. The federal government is poised to cut thousands of public service jobs and workers. In your city, more than XXX jobs are at risk. Come out to an important meeting to learn up-to-the-minute information and to plan a fightback. Let's ensure those cuts don't happen. Time, date, place of meeting. What, if any, specific action you will be taking place at the meeting – creating a plan, letter writing campaign, email campaign, etc.



### 3. Outreach is everything

Every member should be aware of the upcoming meeting.

How are you going to ensure that happens?

Committees and Area Councils should get email notices out to every local by asking the PSAC Regional Office to send out notifications to their list-serve.

Use your own email lists of current activists and members and ask them to distribute to their lists of member contacts.

Post the notice on your Facebook page, website home page and tweet it.

Post the notice on all workplace union boards.

Don't stop there. Ask yourself how you will ensure that members in big locals and their workplaces will hear about your meeting. Consider identifying a workplace contact or get a team together that will distribute them to members on their lunch hour. Face to face communication is still the best way to get people involved!



### 4. Plan the meeting:

**Information, Informality and FUN** produce new activists and more member participation.

Plan your meeting with new members in mind and view the planning through their eyes – not just yours! Aim for a more casual atmosphere. Ditch the board tables and classroom seating and go with a circle instead. Make sure there's a break so that members can meet each other and leave with new contacts and new friends.



# AGENDA

## 5. Set an agenda that contains discussion of these priority items

**What's the problem?:** Choose a discussion leader who is knowledgeable about the issue. Let them speak for 5-10 minutes (no more!) to get the discussion started. Let members interrupt with questions if they have them.

**What are 4 specific and supportable examples of the problem** that can be used to show how the problem has/will affect members and the public.

**What can we do about it? What do we want to achieve?**

**What action(s) can we take to achieve them?**

**Who are our allies and how do we reach them?**

**Who is doing what tasks to ensure the event is a success and who will they report to (the point person)**

**Next check-in (will it be a follow-up meeting? a conference call?)**



## 6. Action

Members don't want to attend meeting after meeting without a concrete objective.

**Example:** The Regional Women's Committee has decided that this month's meeting will be used to get members out to support a "Take Back the Night" event. The leaflet created called for action by participating in the rally and many new members came to the event.



### Checklist for Events:

- Select a spokesperson(s)
- Banners and picket signs with appropriate slogans and someone to transport them
- A leaflet for the public – outlining the problem and asking them to take a specific action
- Someone to take photos to be sent in to the PSAC Regional office to highlight the event

**Union activists are crucial to our ability to influence political decisions and win change. Fun and well-planned actions and welcoming meetings, draw members to us.**



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