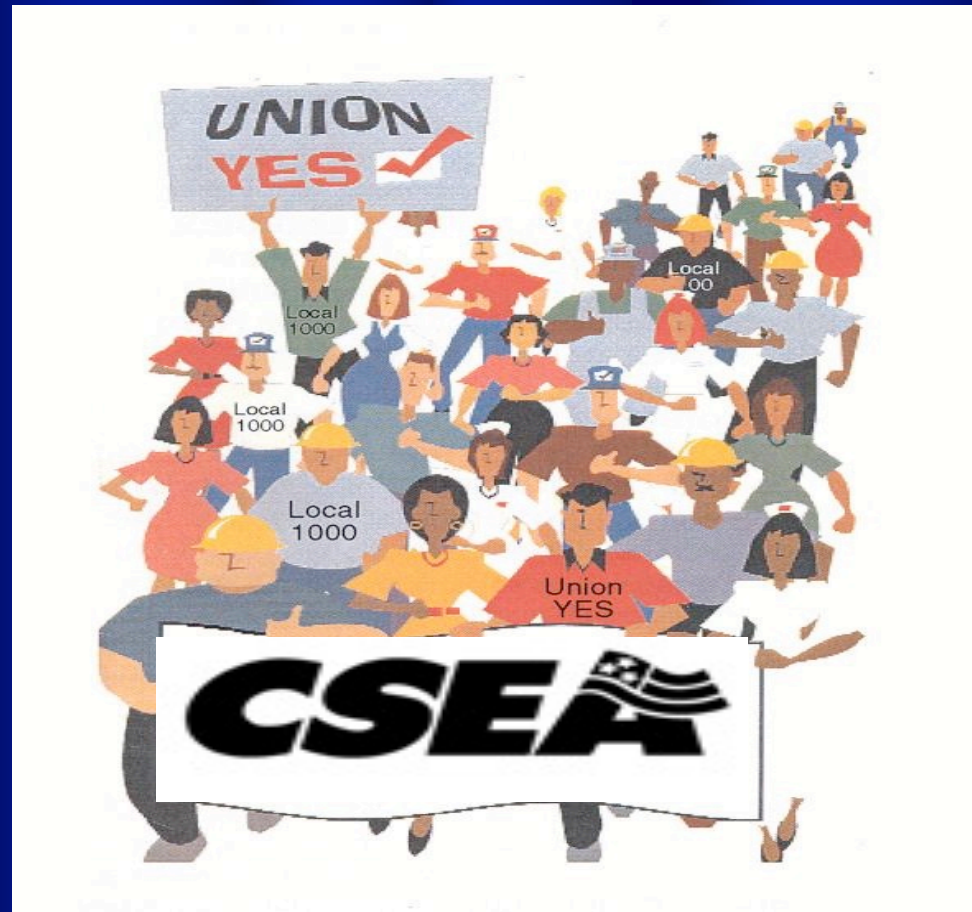


BUILDING AN ACTIVIST NETWORK



OBJECTIVES

- Define an activist and activist network
- Review the purpose of an activist network
- Discuss how to develop an activist network

What is an Activist?

Someone who takes part in activities that are intended to achieve political or social change, especially someone who is a member of an organization



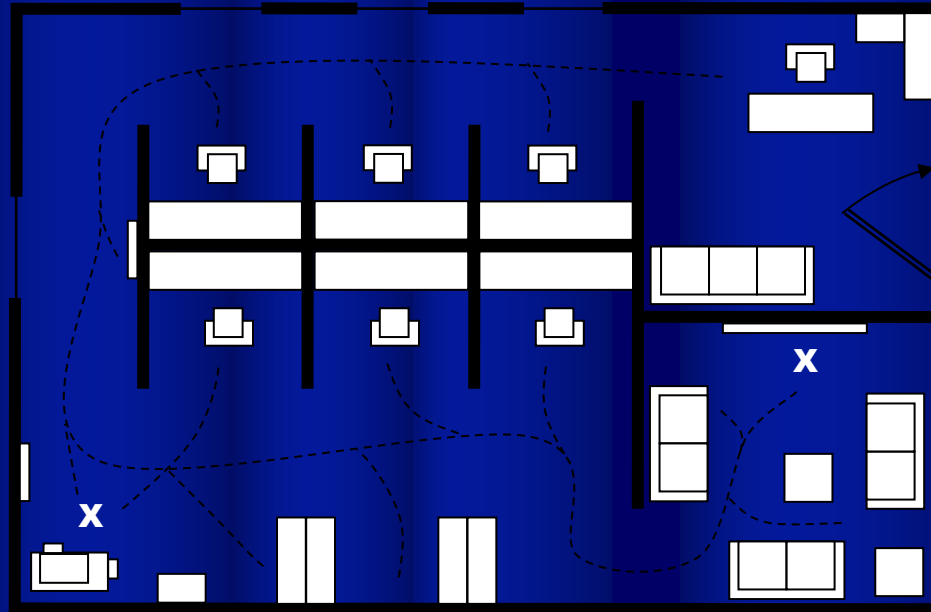
**The Source of Power
For a union is its Membership**



Steward/Activist Network



STEP 1: MAPPING A WORKPLACE



Mapping your workplace will help to communicate with co-workers, develop unity and solidarity, and increase the union's power and visibility.

Step 2: Local/Unit Membership Profile



Step 3: Create A Recruitment Plan

WITHOUT A PLAN, RECRUITING NEW LEADERS WILL EVENTUALLY DRIFT TO THE BOTTOM OF THE LIST

ASK THESE QUESTIONS:

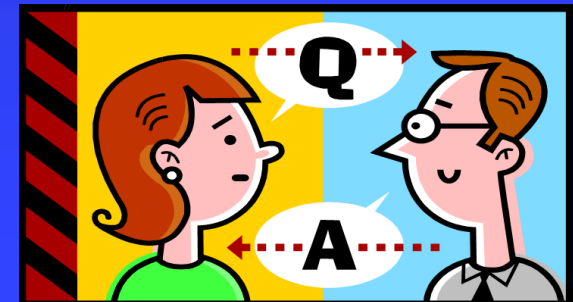
- HOW CAN WE INVOLVE MORE PEOPLE?
- HOW DOES THIS BUILD OUR UNION?





Step 3: Create A Recruitment Plan

- *How many activist are needed?*
- *How will they be recruited?*
- *What will be their role/assignment?*



Step 4: Implement Your Recruitment Plan

- Identify existing & potential leaders
- Assess prospective leaders' level of commitment, skills and potential
- Identify roles/tasks
- Plan conversations with identified potential leaders

STEP 5: Set-up the Network



Recruiting Activists

- Ask members
- Define timeframe
- Give members a range of jobs to choose
- Ask members to do things they do well
- Tell how job fits in
- Encourage questions Keep volunteers accountable
- Explain how their involvement will help build the Union

Retaining Activists

- Inclusion
- Control/Influence
- Appreciation
- Have fun!

Building An Activist Network

1. Mapping
2. Local/Unit Membership Profile
3. Create A Recruitment Plan
4. Implement Your Recruitment Plan
5. Set-up the Network

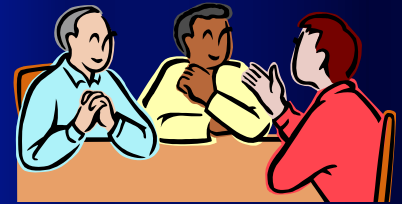
Summary

- Defined an activist and activist network
- Reviewed the purpose of an activist network
- Discussed steps to take to build an activist network



Each one reach one

Each one teach one



Together We are Strong!

