



# UNITED WE WIN STARTER KIT

## PHASE ONE: MEMBER-TO-MEMBER OUTREACH

### United We Win: One-on-One Conversation Training Guide *Building Relationships, Identifying Leaders, and Growing Union Power*

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#### **Purpose of the One-on-One**

The purpose of a one-on-one conversation is not to solve problems or gather demographic information. The goal is to build authentic relationships, understand members' values and experiences, identify leaders, and develop collective power within our local associations. As part of the United We Win effort, these one-on-ones help us build capacity to act on our own issues, and as our local builds power - we'll all be able to come together with other locals across the state to create a shared agenda and advance our shared values. Every voice matters!

#### **Remember:**

- Listen more than you speak.
- Ask open-ended questions.
- Follow up with curiosity.
- Affirm experiences without immediately trying to fix them.
- Document themes, concerns, and leadership potential.

#### **Part I: Building Rapport and Trust**

##### **Conversation Starters**

- Thank you for taking the time to meet with me today.
- I really appreciate the work you do as a(n) \_\_\_\_\_.
- (If appropriate) Share a brief personal story or connection to their role.

##### **Questions**

- How are things going for you this year?
- What's the best part of your daily experience?
- Tell me about the students, coworkers, or school environment that you enjoy the most.
- What keeps you coming back to this work every day/year?

## **Part II: Understanding Their Experience**

### **Questions**

- What's been your biggest challenge recently?
- What has been the highlight of your career so far?
- What's the best thing about working in your building, department, or program?
- What has been the biggest disappointment or challenge of your career?
- If you could change one thing to make your job more enjoyable, sustainable, or successful, what would it be?

### **Organizer Notes**

- Practice deep listening.
- Ask follow-up questions such as:
  - "Tell me more about that."
  - "How did that impact you?"
  - "Why is that important to you?"

## **Part III: Identifying Values and Vision**

### **Questions**

- If we were creating a commercial about public education, how would you answer this question:  
**What does every educator deserve?**
- What kind of school environment do you want for students and staff?
- What would it take to make that vision a reality?
- What would you like to see happen to improve the workplace?

## **Part IV: Understanding Their Relationship with the Union**

### **Questions**

- What has been your experience with our local association and/or IEA?
- How would you describe your involvement with the union?
- What has been the best or most memorable part of your membership experience?
- What would be a clear indicator that your voice is truly being heard in our local?

## **Part V: Leadership Identification and Development**

### **Questions**

- If you and I worked together on an issue, what issue would you choose? "What are you willing to do?"
- What would you be willing to do to help make that effort successful?
- What would our local look like if it were more powerful?
- Who do **YOU** naturally turn to when they need advice or support?

### **Leadership Indicators**

Look for members who:

- Are respected by peers

- Have strong relationships
- Demonstrate commitment to students and colleagues
- Are willing to take action
- Want to improve their workplace

### **Part VI: Making the Membership Ask and Getting Commitment to Call to Action**

- Ask the educator to be a part of the solution by taking specific action and that includes taking the step to become a member.
- This also includes getting a commitment to be part of the action, e.g., a rally, an informational picket or leafletting activity, attending a school board meeting
- Helping the educator through this will be a lot easier when you make the invitation to action on what 's already been said, rather than pushing an action you're trying to "sell."

### **Part VII: Follow-Up and Relationship Building**

#### **Closing Questions**

- Who else do you think I should talk with?
- Would you be willing to introduce me to them?
- Is there anything else you'd like to share that we didn't discuss?

#### **Closing Statement**

Thank you for sharing your experiences and insights. Conversations like this are what make our union stronger. I really appreciate your time and honesty. Please feel free to reach out if you think of anything else you'd like to share, and I hope it's okay if I follow up with you in the future as well.

#### **Targeted Blitz / Second Conversation Questions**

Once a relationship has been established, use a second conversation to identify organizing opportunities and member priorities.

#### **Union Power**

- What would it look like if our local was more powerful?
- What would be a clear indicator that your voice is heard in our local?

#### **Contract and Workplace Issues**

- What three things, if changed in our contract, would immediately improve your work life?
- What workplace issue concerns you and your colleagues the most right now?

#### **Membership Experience**

- What has been the best part of your membership experience so far?
- What three changes would make our union the union of your dreams?

### **Action and Leadership**

- If our local decided to take action around an important issue, what role would you be willing to play?
- What skills, relationships, or strengths could you bring to help build our collective power?

### **Key Reminder for Organizers**

The goal of a one-on-one is to:

- Build relationships
- Identify issues
- Discover values
- Develop leaders
- Grow union power
- Make the membership ask – invite them to belong
- Make the relevant asks regarding local campaigns or actions, e.g., “will you show up for the rally before the school board meeting next week?”

People join movements because they feel heard, valued, and connected to others—not because they were given information.



### ***For Locals Engaged in Existing Outreach Efforts***

The questions below are critical to the development of the United We Win campaign’s shared member agenda. If the full script above is not needed, locals should use these critical questions to help gather the needed data.

- If you could change one thing to make your job more enjoyable, sustainable, or successful, what would it be?
- If we were creating a commercial about public education, how would you answer this question:  
**What does every educator deserve?**
- Who do **YOU** naturally turn to when they need advice or support?