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WE WIN

10 MINUTE ORGANIZING

POCKET GUIDE

This guide walks you through a 6-step process designed to help you conduct meaningful organizing conversations Each step is clearly outlined with guidelines to keep you on track.

IEA NEA ILLINOIS EDUCATION ASSOCIATION

IEAUnitedWeWin.org

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STEP 1: INTRODUCTION

Set the context for the conversation. Who you are, why we are here/talking. Be confident and clear.

STEP 2: ISSUES & AGITATION

Get their story, including details about specific issues they care about. Apply 70/30 ratio of actively listening to talking.

STEP 2(A): FOLLOWING UP

Ask follow up and open ended questions. Don't make assumptions. Keep the tone friendly and relational.

STEP 3: EDUCATION & URGENCY

Connect their issues to the solution - a strong union! Give examples of previous wins and return to education on how it can be done.

STEP 4: CALL THE QUESTION

Assess what they think of the plan and are they ready to take action. Don't try to fill any silences.

STEP 5: INNOCULATION

There may be opposition, but it will be OK. They should doubt their employer, etc., not their union. Let them express concerns, then reinforce this is about unifying for power.

STEP 6: NEXT STEPS

Ask the person to do something specific. Provide the information needed to help them succeed. Connect back to the education piece.