

HOW TO INVOLVE LABOUR IN YOUR WORKPLACE CAMPAIGN

United Way and organized labour have a strong and long-standing partnership. If your organization is unionized, consider running a joint union and management campaign. Below are some tried-and-true tips to consider in your campaign.

Union representative

Ask your union to appoint a Campaign Representative. Ideally, this person should be part of the union executive and could also be a co-chair of the campaign. Union Campaign Representatives help secure joint union/ management endorsements and assist in building strategies and campaign events that appeal to all members. After all, we all believe in actions that will improve our communities.

National union and joint union/management endorsements

Ask the national, provincial and local union for endorsement letters or video messages to build support for your campaign. These letters/videos show solidarity between national and provincial unions and United Way. A joint union/management endorsement letter shows a similar level of support between the local union and employers.

Ask the employer and unionized executive to sign the joint union/management letter endorsing your campaign. Distribute both letters to all union and non-union members. If you are a union member at the worksite ask to give a campaign presentation at the next local union meeting.

Labour-focused presentations

- Appeal to our shared values of social advocacy and justice, as well as charitable giving, when presenting to a unionized work environment.
- Have United Way's Labour Coordinator - or one of our high-profile union members serving on the Campaign Cabinet, or Labour Committee - speak about the United Way/Labour partnership at a union meeting or the workplace.
- Ask one of United Way's Labour Campaign Associates to speak at campaign events with a high number of unionized employees.

Recognition

- Include union logos on all marketing materials produced in-house, with a line noting endorsement from unions if applicable. Use union banners/flags at departmental and cross-departmental events.
- Use social media to show your union's support of United Way.
- At events, verbally credit both union and management support of the campaign. Ensure management credits union support of the campaign and vice-versa.

For more information on union partnerships in the workplace, please contact:

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CUPE



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