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Sample 6-Step Structured Organizing Conversation

Scenario

You work at the Local Shopper on West Avenue. Following the recent campaign you have won union recognition at the store with 55% of the workers voting yes. Your fellow workers have elected you to the bargaining team. Following the vote, you ran a bargaining survey with all workers at the store, and the biggest issue was low pay – workers haven't had a pay rise for 5 years and many of them work a second job to make ends meet.

The store is leased from the Real Estate Investment Group (REIG) – which also owns the apartment complex where you and some of the Local Shopper workers live. REIG is planning a huge rent rise – for tenants of West Avenue and for the Local Shopper store. Management is claiming that this means there is no money for a pay rise. The proposed rent rise means the need for a pay rise is even more acute. You know tenants are already beginning to organize against the rent rise.

You also know that the manager of the store has received a pay rise and that workers at other Local Shopper stores across the city have won pay rises.

The first step of your Plan to Win is to build a supermajority petition ("Fair Pay at Local Shopper") to demonstrate the strength of feeling of the workers and to give you a reason to talk to all workers about the issue.

Organizer Script

1) Introduction

Purpose: Introduce yourself, set the context for the conversation.

Hi, my name is _____. Have you heard about how the Local Shopper management are claiming they can't afford a pay rise because of the increase in rent? We are talking to as many staff as possible about how you and I and all of our coworkers can build enough power to win a pay rise.

2) Issues & Agitation

Purpose: Find out what work issues are most important to them. Don't assume you know their issues!

If you could change three things about your work right now, what would these be?

How are you coping with paying for rent, groceries, and so on at the moment? How would winning a significant raise change your life? What do you think about Real Estate Investment Group driving up rents when they are making millions every year?

Billionaires have collectively grown their wealth by more than \$3.3 trillion since 2020. How does it make you feel that the CEOs are making record profits and giving themselves huge bonuses, while wages have been stagnant and rent keeps going up?

3) Vision & Education

Purpose: Communicate the Plan to Win directly connected to the issues they have raised. The only way they can win is by building strength in numbers.

Alone, one worker has little power, but if you and every worker from Local Shopper join together, then we'll have more strength to win. The first step to you winning (NAME THEIR ISSUES FROM STEP 2) is to sign the "Fair Pay at Local Shopper" petition and work to get everyone at your work site to sign the petition as well. The petition will not go public until a majority of our coworkers have signed it.

4) Call the Question

Purpose: Ask them if they are prepared to take action to win the issues they raised in Step 2, and to sign the petition.

Are you ready to fight for a pay rise and THEIR ISSUE and add your signature to the [petition](#)? The petition will only go public once a majority of your coworkers have signed.

5) Inoculation

Purpose: Ask them how they think the boss will respond, and warn them about the kinds of things they will hear from the boss.

What do you think the management at Local Shopper will say when they hear that you and I and our coworkers are collecting signatures for a petition for fair wages?

Management will say they can't afford a pay rise since they are facing rent rises from REIG. The truth is, Local Shopper has plenty of money, and has been giving upper management huge pay rises. Workers at other Local Shoppers have won pay rises by standing together.

6) Work Assignment & Leader Identification

Purpose: Make a plan with them to speak with everyone in their work area to ask them if they are prepared to take action and sign the petition. Map the workplace and identify leaders.

The first step was for you to include your signature in the petition. The next step is to make sure everyone in the store adds their signature so that you can be strong enough to win on your issues. Who else can you talk to? *(Identify specific people and make a plan for when you will follow up!)*

Petition

Fair Pay at Local Shopper!

We deserve a pay rise. Workers at Local Shopper on West Avenue haven't had a pay rise in 5 years. Many of us have to work a second job to pay our bills. Other Local Shopper stores have given pay rises to their workers – we demand that West Avenue Local Shopper pay up!!

SIGNATURE	PRINT NAME	PERSONAL EMAIL	CELL PHONE

☐ I authorize my photo & name to be made public in support of this petition, once a majority of Local Shopper workers have signed.