

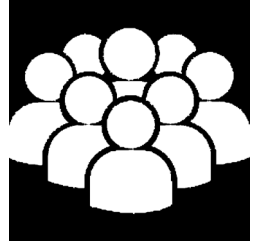
What is a good issue to organize around?

When selecting issues to organize around, it should build off the last issue fought at the worksite. If this is the first issue, following these steps will help build the union and leaders at the worksite.

Is the issue widely felt?

There is strength in your numbers and solidarity. Is this issue something most of the members in the worksite are concerned about?

- How common is the issue/problem?
- How many of your co-workers face this issue?



Many members should be impacted and agree with the solution we are pursuing.

Is the issue deeply felt?

Home, family, safety, and other sensitive matters may inspire us to take action if compromised. Does this issue have influence over us and is a reflection of our values and passions?

- Does this issue move members into action?
 - Organizing around an issue only works if workers mobilize together and put words into action.



Is the issue winnable?

Collective wins, even in small parts, build power over time. Approaching an issue that may bring about future wins can change an entire community.

- Never lock yourself into an outcome, but does the issue appear to be winnable?
- Setting realistic goals and timelines upfront



The demands should match the power of the group involved; the key is to apply pressure in a way that management's decision makers cannot keep allowing the issue to continue.

Will the issue build the Union and builds Leadership?

- How will this fight build your capacity for future fights?
- Will this attract new members or leaders who normally haven't previously participated?
- Will organizing behind this issue build solidarity among the worksites?
- Will organizing behind this issue push the leaders and workers beyond where they thought they could go?
- Will the solution lay the groundwork for future worksite improvements?

Escalating an organizing plan:

- As you move forward make sure you are properly escalating your actions to match the level of support you have backing you.
- Stay in constant contact with your URC Rep, Organizer, and DLC leadership to make sure the plan supports any paperwork URC may have to file.
- The main goal when choosing an issue to organize around should result in workers feeling the power of standing together and solidarity.

