

PUBLIC SECTOR BE THE POWER COMMUNICATIONS TOOLKIT

2017

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Contents

LIUNA public sector members are increasingly facing threats to collective bargaining rights through court challenges, state legislation, and anti-union advocacy groups. This toolkit provides materials for LIUNA affiliates to engage members and their communities. It contains sample materials to educate and mobilize LIUNA members and materials for policymaker outreach.

If you need guidance, additional materials or strategic advice to put the tools into action, you can reach out to LIUNA via email at toolkit@liuna.org.

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Download the materials online at www.LIUNA.org/PublicEmployees

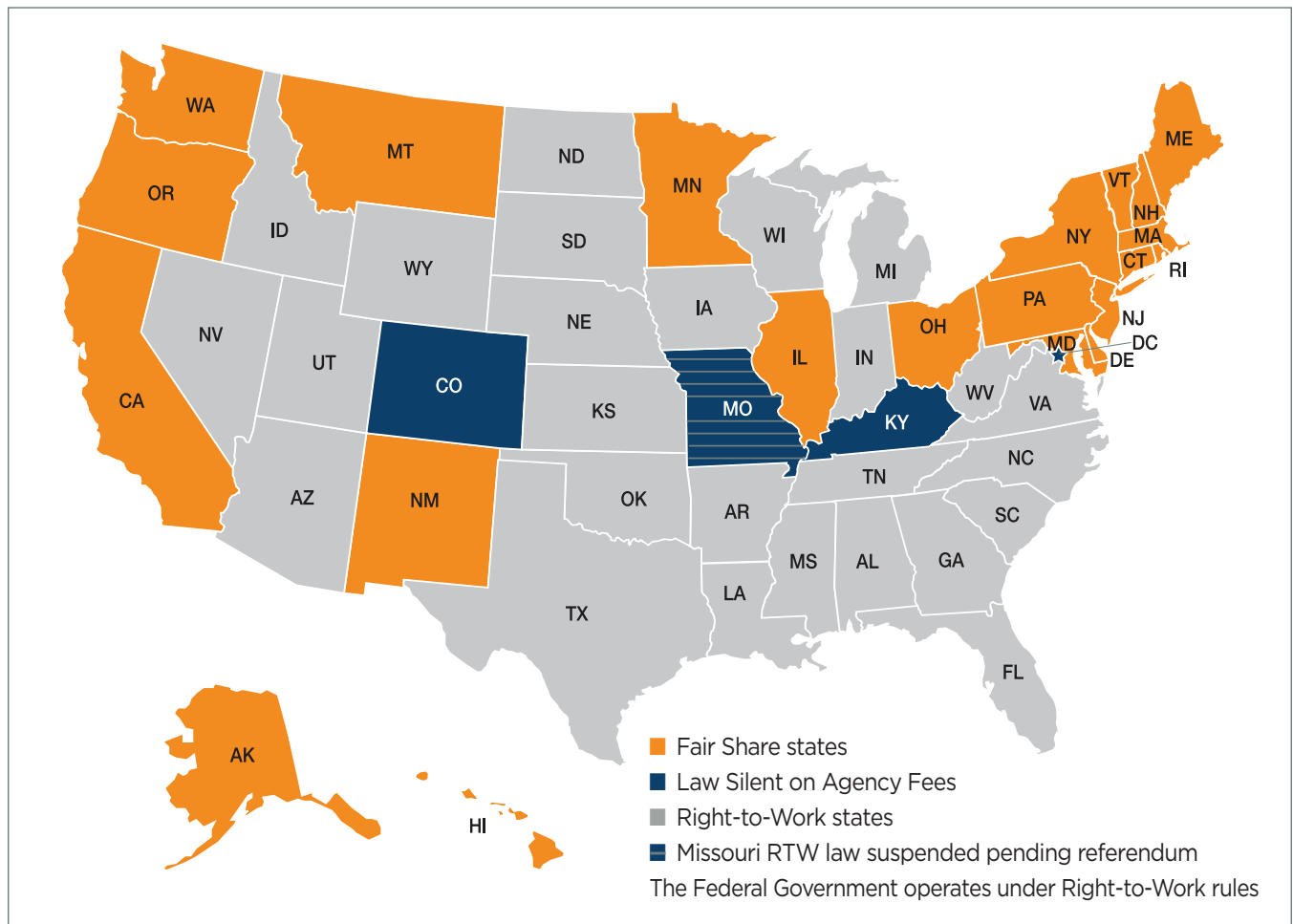
Background

The *Janus* case is now being considered by the U.S. Supreme Court. Anti-union groups like the National Right to Work Foundation are financing the *Janus* case. Depending on how it's decided, it could make the entire U.S. "right-to-work" for public sector employees. This would force LIUNA Local Unions to represent workers in a bargaining unit even if they don't pay their dues.

In states with a right-to-work law already on the books, groups like the Freedom Foundation are canvassing to persuade union members to stop paying their dues.

Now is the time to talk members about the importance of strong unions and getting involved with their union.

While the political landscape is become more and more hostile to unions and workers, where LIUNA Local affiliates are confronting new right-to-work laws and have strong membership engagement efforts, Locals are able to survive and thrive.



Leader Talking Points

MESSAGE

- The U.S. Supreme Court is currently considering a case called *Janus v. AFSCME*.
- Depending on how it's decided, so-called "right-to-work" could be the law of the land for all public employees.
- The anti-union groups pushing this case want to destroy unions and take away hard-fought rights and protections for workers.

TALKING TO MEMBERS

The LIUNA union card means you have:

- A voice at work and protection from discrimination.
- A seat at the table to negotiate good wages and benefits.
- A bargaining agreement that protects you from firing without cause.
- Stronger on the job safety standards.
- Family-friendly policies like sick leave and family medical leave.

TALKING TO POLICY MAKERS

The extremists pushing *Janus* are out to destroy unions and cut workers' pay and benefits.

- If the Court sides with *Janus* and the anti-union groups, the union would have to represent workers in many instances even if they do not pay a dime in dues because of the legal duty of fair representation for members and non-members.
- This unfair union-busting effort is actually part of a national campaign by corporate-backed extremists who are out to cut worker's pay and weaken unions.
- In states where this is already the law of the land, unions are at a disadvantage and workers make lower wages, are much less likely to have health insurance, and have a higher rate of workplace deaths.
- We hope the Supreme Court rejects this attack on public employees.

Weakening unions is a threat to workers and communities.

- Weakening my union puts the paychecks and benefits of the workers I represent at risk which can hurt the economy and all U.S. workers.
- LIUNA members have good wages and a career because they joined together as union members to fight for those opportunities.
- When employees have a voice at work, the public benefits with safer, cleaner, and healthier communities, and better schools and roads.

Business Manager Letter to Members

[Date]

Dear LIUNA Local [INSERT LOCAL UNION NUMBER] Member:

I am writing to you to alert you to an issue that could dramatically affect your job, your union and your benefits. The U.S. Supreme Court is currently considering a case called *Janus v. AFSCME*, which, depending on the outcome, could rollback gains in the workplace and make the entire nation so-called “right-to-work” for public employees.

If the court rules against us, the union would have to represent workers in your workplace in most instances even if they do not pay a dime in dues. This unfair union-busting effort is actually part of a national campaign by corporate-backed extremists who are out to cut worker’s pay and voice on the job and weaken unions.

In states where right-to-work is already the law of the land, unions are at a disadvantage and workers make lower wages, are much less likely to have health insurance, and have a 36% higher rate of workplace deaths.

For our union, it could mean less power at the bargaining table and reduced staffing; making negotiating for raises and benefits and protecting what’s in our contract much more difficult.

We hope the Supreme Court rejects this attack on our public employees, including [LIST JOB CLASSIFICATIONS FOR YOUR LOCAL], but we need to be ready for any outcome.

I need you to come to the next union meeting AT [INSERT DATE/TIME] to learn more about this.

Please stay tuned and call the union office with any questions.

Fraternally yours,

[Name]

Business Manager

Sample Handouts



Postcard for member outreach
on union history



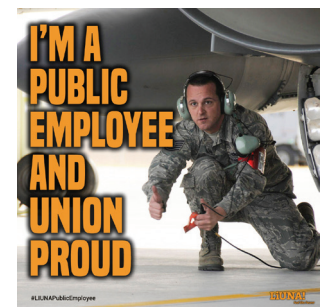
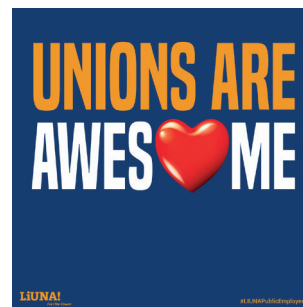
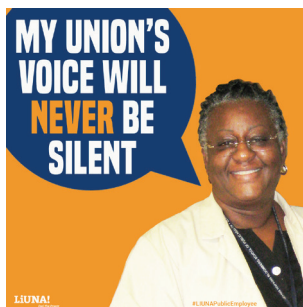
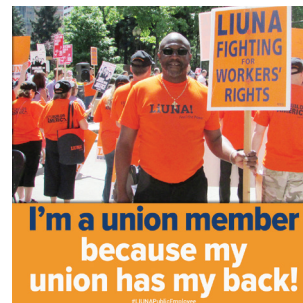
Postcard for member outreach
on politics and your livelihood.



One page handout on value of
union membership

Sample Social Media Content

For files to post on your social media profiles, email communications@liuna.org



Example Tweets:

- #Unions provide #workingclass people a path to the #middleclass & stability for their families
- I'm a #union member because the union has my back #1U
- #LIUNA fighting for #workersrights #Unions
- My #unions voice will NEVER be silent #UnionStrong #WeFightWeWin
- Share if you agree: I'm a #publicemployee and I'm #UnionProud
- #Unions are AWESOME #1U
- #Unions are needed NOW more than ever

Twitter Hashtags:

#LIUNAPublicEmployee
#Unions
#UnionStrong
#middleclass

#FeelThePower
#workersrights
#1U

#Union
#PublicEmployee
#WorkingClass

Sample Social Media Content

Please share great profiles on your Local Union website, social media channels and send to communications@liuna.org



Example 1: Roger Smith, City Public Works, Maintenance and Groundskeeper



Facebook/Instagram: LIUNA Public Employee Roger Smith who is a returned veteran told us, “When I returned from Iraq as a veteran, I wasn’t sure what I wanted to do. With my union supporting me in the workplace and a new career in public works, now I am building a middle-class life. The *Janus* case worries me because it could make it harder for others to enjoy the benefits I do.”



Twitter: @RogerSmith worried that #Janus could make it harder for workers & fellow #veterans #1U #LIUNAProud #LIUNAPublicEmployee



Example 2: Danielle Puccetti, State Health Service Agency



Facebook/Instagram: Danielle Puccetti is a fulltime state employee working for a community health services agency and a student at Capella University studying Healthcare Administration. She is an active member of Local Union X because she cares about her colleagues and providing the best health care services to the nursing home residents she serves.



Twitter: @DaniellePuccetti proud to serve the community as a #healthcare advocate & work with fellow #union members to provide care #1U #LIUNAProud #LIUNAPublicEmployee



Example 3: Brad Backus, County Agency



Facebook/Instagram: Brad Backus is a union steward who encourages workers at the County Agency to join the union because as he says, “I know the union has my back.”



Twitter: @BradBackus I joined the #union because the union has your back #1U #LIUNAProud #Janus LIUNAPublicEmployee

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