

PUBLIC SECTOR BE THE POWER COMMUNICATIONS TOOLKIT

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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

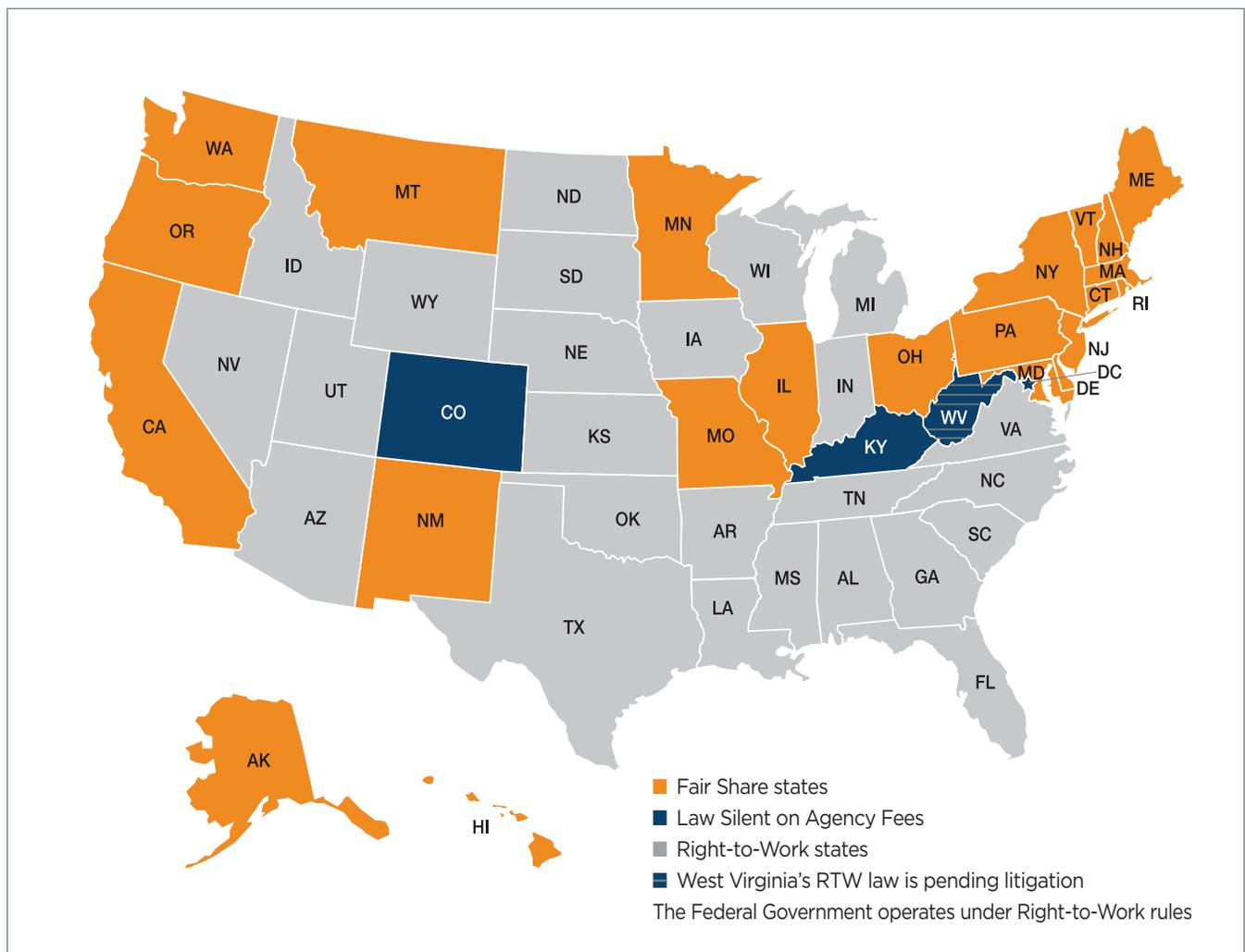
Background

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

The recently decided *Janus* case will force LIUNA Local Unions to represent workers—in many instances—in a bargaining unit even if they don't pay their dues.

Groups like the Freedom Foundation are active in many places and canvassing to persuade union members to stop paying their dues.

While the political landscape is becoming 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

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.
- Family-friendly policies like sick leave and family medical leave.

TALKING TO POLICY MAKERS

The extremists who backed *Janus* and are pushing for right-to-work laws are out to destroy unions and cut workers' pay and benefits.

- Right-to-work forces unions 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.

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 alert you to an issue that could dramatically affect your job, your union and your benefits. The U.S. Supreme Court recently decided a case called *Janus v. AFSCME*, which, forces the union 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 and are much less likely to have health insurance.

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.

If our opponents come knocking on your door, remember, they don't care about your wages, benefits and voice at work. Protect your rights by telling them, you are sticking with your union.

I hope you will come to the next union meeting to learn more about this. Please stay tuned and call the union office with any questions.

Fraternally yours,

[Name]

Business Manager

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This is...
**YOUR
UNION**



YOUR PAY



YOUR HEALTHCARE



YOUR RIGHTS

WHAT DOES YOUR LOCAL UNION DO? TOGETHER...

- WE FIGHT** for the salaries and benefits we need to support our families.
- WE PROTECT** members when you need it most so we have the peace of mind to do our jobs.
- WE SPEAK** out on workplace issues we care about.



500,000
LIUNA MEMBERS
Strength in Numbers



100% dedicated
to improving our contracts, benefits
and job security



LIUNA members raise their voices by the thousands to push lawmakers to protect
workplace rights

WE'RE PROTECTED

- A collective bargaining agreement negotiated by our union.

WE HAVE PEACE OF MIND

- Union representation for unlawful termination, discipline and other workplace issues.

WE HAVE A VOICE

- A voice at work.
- Union benefits only available to members.



WHY YOUR UNION MEMBERSHIP MATTERS NOW MORE THAN EVER!

GOALS OF OUR OPPONENTS: CUT OUR PAY AND BENEFITS AND WEAKEN OUR RIGHTS ON THE JOB

DON'T LET ANTI-WORKER SPECIAL INTERESTS TAKE AWAY YOUR UNION RIGHTS:

1. Some workers may think they are saving money by dropping their union membership while still benefitting from a contract.
2. However, non-members are not entitled to important union benefits such as attending membership meetings to discuss the contract, eligibility to vote in Local Union officer elections, being represented in District Council or International Union meetings, or other significant issues.
3. In states where anti-worker special interests have already succeed in enacting so-called right-to-work, overall union membership has dropped 30-50%.
4. With fewer members—unions lose power. This means diminished bargaining power and **lower wages and benefits**.
5. With fewer members, it is also harder for the union to fight off legislative attacks by anti-union legislators who aggressively push to eliminate or weaken the state's collective bargaining laws, to cut jobs and pensions and increase out-of-pocket health care costs.

DON'T SIGN ANYTHING THAT URGES YOU TO STOP PAYING YOUR UNION DUES.

The groups asking you to do this don't care about your well-being. They just want to weaken your union and your voice at work.

Sample Handouts



Postcard for member outreach on union history



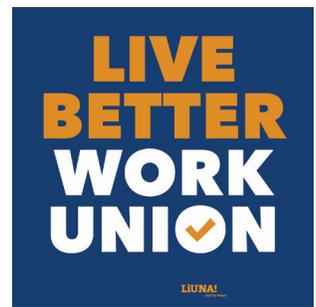
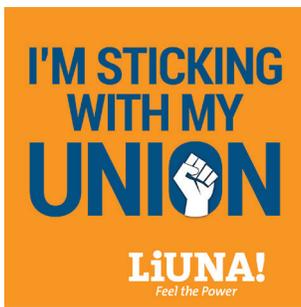
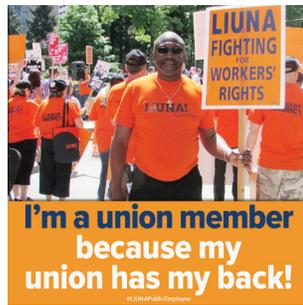
Postcard for member outreach on politics and your livelihood.



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
- #Proud to serve my community #solidarity
- I'm a loud & proud #LIUNAPublicemployee #voiceatwork #unionrights
- I'm sticking with the UNION #1U #LIUNAProud #UnionStrong
- The strong, proud, and united members of #LIUNA will continue to stand together and fight together to protect the wages, benefits, and working conditions that come with a #union card. #1U

Twitter Hashtags:

#LIUNAPublicEmployee
#workersrights
#WorkingClass

#FeelThePower
#PublicEmployee
#middleclass

#Union
#UnionStrong
#voiceatwork

#Unions #1U
#solidarity
#unionrights

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.”



Twitter: @RogerSmith I’m a #publicemployee, a #veteran and a PROUD #union member. I know first hand what the union card does for me and the #JanusDecision won’t change my mind. #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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