



**BURLINGTON SYSTEM DIVISION**

**BMWED-IBT**

**2023 TRAINING SEMINAR**

**GATHERING OUR TOOLS: LEARNING HOW WE WORK, LEARNING  
HOW WE ACT!**

**ORGANIZING AN ACTION: DEFINING A CLEAR PURPOSE & INTENT**

***If you're wanting to raise hell and get other people to notice, you MUST have a clear message you're trying to send.***

- **WE DEMAND FAIR CONTRACT NOW!**
- **RAIL WORKERS DESERVE PAID SICK TIME OFF!**
- **SAFER WORKPLACES AND SAFER COMMUNITIES!**
- **???**

***A clear, high-impact message will get the notice of people outside our industry, gaining more attention for our issues and helping to achieve the point of our action.***

***A clear purpose & intent also help you recruit support from your fellow railroaders or people in your community!***

***You should be able to communicate your PURPOSE in one or two brief, punchy sentences:***

- ***Lodge 1320 rallies today to tell BNSF to stop giving our work to outside contractors!***
- ***We're picketing tomorrow to tell LS&I that our members will no longer tolerate their stall tactics in this bargaining round!***
- ***Our fellow rail workers on the locomotives deserve to get home safe. We're rallying today to DEMAND a minimum of two-person train crews!***

***Your INTENT can offer a bit more detail and help tie this action into a broader campaign or strategy:***

- ***By holding this informational picket outside CP's HQ, we're helping our neighbors see that CP is a Bad Actor and does not treat their employees fairly.***
- ***The American public recognizes our work is difficult, dangerous, and critical to everyone's safety. In order to keep the public engaged with our message, we are holding our Rally for Rail Workers and demanding paid sick time off during Galesburg's annual Railroad Days celebration.***

### ***TIPS ON PUTTING TOGETHER A GOOD PURPOSE & INTENT***

- REMEMBER THAT, WHILE YOUR ACTION MAY TARGET A RAILROAD, YOU AREN'T TRYING TO TALK TO THEM! YOUR ACTION COMMUNICATES OUR ISSUES TO OUR FELLOW RAILROADERS, TO THE PUBLIC, TO POLICYMAKERS, AND TO THE MEDIA TO AMPLIFY OUR VOICE AND PUT MORE PRESSURE ON THE RAILROADS TO DO THE RIGHT THING ***WHILE WE MAY TARGET A RAILROAD, THEY ARE NOT OUR INTENDED AUDIENCE!***
- DON'T TRY TO DO TOO MUCH IN ONE RALLY. FOCUS ON A SINGLE, CLEAR GOAL TO DEFINE YOUR PURPOSE, AND USE THAT PURPOSE TO DEFINE AN INTENT THAT HELPS YOUR ACTION TIE IN TO FURTHER WORK OR ACTION.
- LOOK AT THE STRIKES, RALLIES, PICKETS, OR ACTIONS PUT ON BY OTHER UNIONS OR OTHER ORGANIZATIONS TO SEE WHAT WORKED OR DIDN'T FOR THOSE GROUPS. YOU DON'T HAVE TO REINVENT THE WHEEL.
- REACH OUT TO YOUR SYSTEM OFFICERS AND STAFF FOR HELP AND SUPPORT! WE CAN GIVE YOU TOOLS AND GUIDANCE TO TRANSLATE WHAT YOU WANT TO ACHIEVE INTO A SHARP, PUNCHY, AND IMPACTFUL STATEMENT OF PURPOSE OR INTENT.

***YOUR PURPOSE AND INTENT WILL DRIVE THE REST OF YOUR WORK AND DRAW OTHERS TO YOUR MESSAGE. THIS IS WHERE YOU START!***

***<https://www.bmwedburlington.org/Organizing>***