



ORGANIZING

“I am ready to face any challenges that might be foolish enough to face me.”

-Dwight Schrute

**Assistant (to the) Regional Manager,
Dunder-Mifflin Paper Co.**

Burlington System Division – BMWED-IBT





SCENARIO

- Your Lodge (table) just got word that you need to stage an informational picket/rally in 3 weeks to support a campaign against the Grand Continental Railroad (GCRR) and their implementation of fully automated production tampers to surface track.
- You have 10 minutes, at your table, to figure this out. Refer to the info. sheets and worksheet for guidance.
- A representative at your table will present and answer questions about your plan.

Burlington System Division – BMWED-IBT





SCENARIO



Burlington System Division – BMWED-IBT





“Execute Your War Plan!”

- What are you doing?
- Where are you going?
- When is it happening?
- Who is coming?
- How are you getting the word out?
- Who is getting in your way?
- Who is helping you out?
- Why did you do it this way?



General Curtis LeMay, USAF, being himself during the Cold War

Burlington System Division – BMWED-IBT





A Goal, without a Plan, is just a Wish

WHAT IS ORGANIZING?

WHY DO WE ORGANIZE?

WHO IS AN ORGANIZER?

WHERE DO WE GO FROM HERE?

Burlington System Division – BMWED-IBT





Tasks for a Union Organizer

GATHER INFORMATION

IDENTIFY LEADERS AND COMMUNICATORS

BUILD CONNECTIONS AND BUILD TEAMS

LOOK FOR WAYS TO RAISE HELL

KNOW WHERE TO GET SUPPORT & RESOURCES

KEEP THE FIRE LIT

Burlington System Division – BMWED-IBT





Challenges for a Union Organizer

MISINFORMATION

BAD HISTORY

FEAR

BUREAUCRACY

KEEPING A SENSE OF BALANCE

GOING BACK TO THE WELL

Burlington System Division – BMWED-IBT





Things to Remember as You Organize for Action!

**TYING AN ACTION INTO A CAMPAIGN
(PREPARATION, FOLLOW-UP, “BIG PICTURE”)**

**IDENTIFY ALL THE STAKEHOLDERS IN AN ACTION,
FOR ALL SIDES (ALLIES, ANTI-UNION, NEUTRALS)**

**GAUGE, MANAGE, AND SUPPORT THE ENERGY OF
YOUR PARTICIPANTS.**

SAFETY

LOGISTICS

Burlington System Division – BMWED-IBT





Who are YOU as an Organizer?

**YOU ARE NOT A
CHEERLEADER
FOR OUR UNION**



Will Ferrell as Craig Buchanan,
Spartan Cheerleader, on
Saturday Night Live

Burlington System Division – BMWED-IBT





Who are **YOU** as an Organizer?



YOU ARE A WORKER WHO CARES ABOUT THE FOLKS AROUND YOU. YOU ARE A PERSON WHO TURNS IDEAS IN ACTION. YOU COMMUNICATE, YOU INFORM, AND YOU EMPOWER US ALL.

Burlington System Division – BMWED-IBT





WE ARE THE BURLINGTON SYSTEM DIVISION, BMWED

**WE ARE READY TO WORK.
WE ARE READY TO ACT.**



**YOU ARE AN IMPORTANT PART OF WHO WE
ARE AND WHAT WE BECOME.**

SO, LET'S GET TO WORK.

Burlington System Division – BMWED-IBT

