

#### "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.

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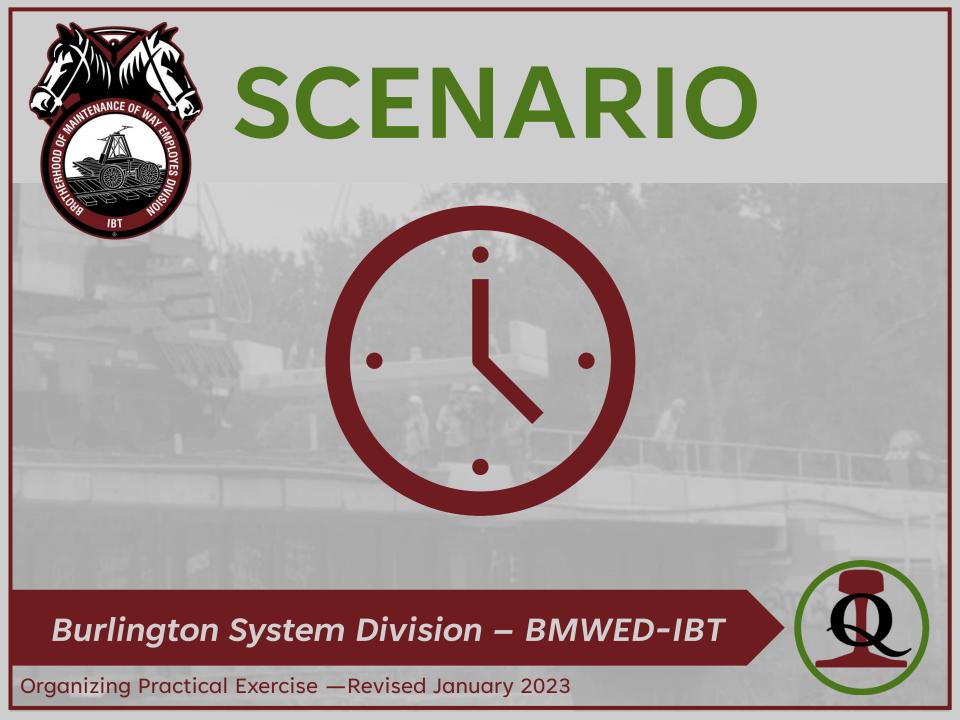
**Revised January 2023** 



# 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.

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#### "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

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### 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?

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## 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**

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### Challenges for a Union Organizer

MISINFORMATION

**BAD HISTORY** 

FEAR

BUREAUCRACY

**KEEPING A SENSE OF BALANCE** 

**GOING BACK TO THE WELL** 

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#### Things to Remember as You Organize for Action!

TYING AN ACTION INTO A CAMPAIGN (PREPARATION, FOLLOW-UP, "BIG PICTURE")

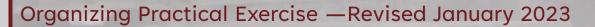
IDENTIFY ALL THE STAKEHOLDERS IN AN ACTION, FOR ALL SIDES (ALLIES, ANTI-UNION, NEUTRALS)

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

SAFETY

LOGISTICS

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# 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

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# 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.

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### 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.

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