

# WORKPLACE ACTION CAMPAIGN CHECKLIST

## – what could your branch be doing?

Campaigning is central to making changes in the workplace. This checklist provides branches with a starting point of what they need to be thinking about to be ready for action, whether that is with a local or a national campaign. The checklist provides a self-assessment of what you already have in place and what you still need to do. If you need any support please contact your dedicated Full Time Organiser for help, resources and training.

If you or your branch are new to campaigning, speak to your organiser about our training in Effective Campaigning.



### Campaign plan

Do you have a campaign plan specific to your branch? What is your goal for this campaign? How are you going to get members and non-members involved and engaged? How are you going to communicate the issues and escalate activities? Who is going to lead on this and who will do the work? Having a plan will help you think strategically and put pressure on the employer if necessary.



### Mapping

Has your branch carried out a mapping exercise recently? Doing this not only tells you where to target recruitment and engagement of new members but will help you gain a picture of where your activists and “natural leaders” are. They can help you communicate the campaign aims, gather feelings from members and help the communications flow.



### Visibility

Is Prospect visible in the workplace, both physically and virtually? Are members comfortable wearing Prospect Lanyards or having campaign backgrounds for Zoom or Teams Meetings? Does the branch have up to date physical and/or virtual noticeboards? Visibility is important both as a show of strength to the employer but also as a means of gently escalating actions for more nervous members. We can provide campaign posters, badges (both physical and virtual), and “How to” guides on digital engagement.



### Communications

Does the branch have effective communications with members in order to circulate information in a way that flows in both directions? Can the branch communicate calls to action quickly? Do you use the most effective methods/platforms for your membership?



### Joining conversations

If your branch needs to improve its membership density then organising around an issue is an effective way of engaging new members. Are your current members confident in communicating the issues on the pay campaign and having joining conversations with their colleagues? Does the branch need training/suggestions/resources on how to do this effectively?



### Organising meetings

Has the branch had a meeting updating members on the progress of the campaign, could the meeting draw in non-members and encourage them to join?



### Pressure meetings

Has the branch considered a pressure meeting where employers, an MP or any other decision maker is invited to hear how the issues of pay and the current cost of living crisis is impacting on members? This can be used even if the decision maker declines the invitation. Organisers can support you in putting such a meeting together.



### Understanding the issues

Are your members aware of the discussions surrounding negotiations? Do they understand the issues you are campaigning on? How is the branch communicating these areas?



### Member details

If we get to the stage of an official ballot we need to ensure that members details are up to date (Ballots have been overturned for this very reason!) so ahead of that possibility branches need to be confident that this is the case. Do your members know how to check and correct their details via the website? We can provide a quick guide on how to do this.