EFFECTIVE BRANCH ORGANISING
CHECKLIST

Effective organising will allow your branch to build both structures and influence; both of these will help you to grow your branch, and therefore your powerbase, and be more effective when it comes to negotiations, campaigns and even industrial action. This checklist provides guidance to branches on what to think about when it comes to developing a well-organised branch.

If you or your branch need support with your organising strategy, please speak to your team's full-time organiser or your full-time officer.

☐ Branch health check and development plan

Has your branch completed a branch health check and discussed a development plan for the year based on the outcome of the health check? Prospect's health check document is a good place to start to think about what your branch needs to develop over the coming year. A link to the document is included on the Linktree accessed via the QR code.

☐ Issues mapping and surveying members

As an extension of mapping where members/non-members are and how best to talk to them, start to gather what issues are important to members and add that to your knowledge 'map'. This can be done around a single issue (e.g. surveying on workplace stress), or a general survey on "what is your biggest workplace issue" and mapping that according to area or strength of feeling. This will help decide on negotiating and campaigning priorities. Ask your Organiser for help with this if needed.

☐ Recognition agreement

Do you know your way around your recognition agreement, if you have one? If not, are you organising towards recognition? Often organising opportunities, like attendance at induction, have been forgotten but are enshrined or implied in the RA. With changes in hybrid working and more digital approaches, have a new look at the RA to see what organising opportunities have been overlooked.

☐ Organising sub-committee

Have you considered setting up a sub-committee, separate from the main branch committee, to focus on effective organising? This is a really good way to involve new members and reps and can feed back to the main branch committee. It is also a good way for branch organisers to spread the workload and a good basis for supporting campaigning. An organising sub-committee can develop and implement the organising strategy of the branch.

☐ Communications strategy

Does the branch have a plan for effective communications that flow in both directions: member to branch as well as branch to member? Are you using the most effective means of communication and the most accessed platforms? Do you use a range of different ways of communicating for different circumstances? Are member details up to date so that you are communicating to the right place?

☐ Training needs review

What training do reps need? When was the last time this was reviewed and/refreshed? Is there any training that the branch as a whole needs (e.g. campaign training)? Have casehandlers had a refresher lately? All our national training can be found on the website (link on the Linktree) and organisers have access to many bitesize training materials. We also have regular training and information webinars.

☐ Mapping

Has your branch carried out a mapping exercise recently and revisited it frequently to add information? Mapping not only tells you where to target recruitment and engagement of new members, but will also help you gain a picture of where your activists can be found, what the best days are to speak to people (e.g. when most people attend the office, team days, all staff days etc) and when is best to get access to groups of new joiners (e.g. inductions, graduate days).

☐ Campaigning strategy

Do you have campaign plans specific to your branch/workplace? Have you planned effectively? Do you have a campaign team? Campaigning is a good way not only to effect workplace change but also to bring new reps and activists on board. Effective campaigning training is available.

☐ Casework themes review

Do you regularly review what casework has been done and if there are any themes to be found that could be negotiated on or campaigned around? (e.g bullying cases or sickness absence – is a policy review needed or an anti-bullying campaign?)

REMEMBER! Recruitment is everyone's responsibility, so make sure all your members are confident in having joining conversations. (Training is available!)

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