

# Your guide to talking about your union

Spread the  
union love

ask a colleague  
to join today

♥ **UNIONS** • 14-20 Feb

## What?

It's **Heart Unions Week** and we are setting you a challenge to talk to five colleagues about your union. The more members who join, the stronger your union is. When you speak to your colleagues remember that joining a union is good for them, it's good for you and it's good for all the other members in the union. In fact, by strengthening the union they are making things better for all working people in the UK. Now what's not to ♥ about that?

## Why?




Here are three things general things that the union movement is doing/has done to make a difference to everyone's working lives. By joining your union, you are strengthening the voice for all working people.

- The union movement campaigned for the minimum wage, maternity and paternity rights, pension provisions, holiday and sickness entitlements.
- Union safety effect – studies have shown that workplaces with a trade union are much safer places to work with far fewer injuries.
- Campaigning for flexible working for all – the right to flexible working is important to support as many people as possible into employment.

Here are three things that Prospect/Bectu union is doing/has done to make a difference for all its members. By joining your union, you are strengthening the voice of all Prospect/Bectu members

- Campaigning for the Right to Disconnect – something which has been made worse while we have all been working at home during the pandemic
- Campaigning to reduce pay gaps – Race pay gap. Gender Pay and Gender Pension gap.
- Supported members in personal cases, redundancy cases, personal injury claims and employment tribunals.

Now note down the three things that your workplace branch is doing/has done that have made a difference to you in your workplace. These topic headlines may help: **Voice at Work – Pay and benefits – Health and Safety – Equality and Diversity – Supporting Individuals.** By joining your union, you are strengthening your voice at work so you and your colleagues can continue to build a better workplace.

	1
	2
	3

## Where?

Call them on the telephone. make a video call, or direct message them on your work Teams or other platforms. Or just chat to them at work if you have the opportunity. Be friendly and polite but don't be shy – let your enthusiasm and your passion for the union shine through.

Your branch has recognition so you can do this in your working hours, be considerate to colleagues as everyone is busy. It might help to email them first and just schedule a quick chat at a time that suits them

## Who?

Take a moment to consider where your union branch has members and where it has not. To be a strong voice at work the union should have members in all the grades and departments that it covers. It should have members that reflect the diversity of the workforce – by age, gender, race, sexuality, social backgrounds – whether part time or full time, junior or senior, long-time served and brand new to the organisation. (Some workplaces have different unions for different groups of staff so bear this in mind when doing this exercise).

One of the main reasons that people don't join a union is that no one ever asked them to! It's time to change that.

Who will you talk to? – on the next sheet page, write down the names of five colleagues who you will speak to in HU week. If you need to book a call with them note the date and time down here too. You can use this sheet to make notes of the issues they have raised and whether it is worth contacting them again to follow up the conversation.

## How?

For some people talking about the union comes easy, but it takes some practice. To help you we have given you some suggested things to say in our scripts. Choose one that makes sense to you and feel free to adapt. You want your conversation to be natural, so these are just guidelines, but each of the steps we have included are important and you have the best chance if you cover them all.

Once you have finished report back to the co-ordinator in your branch and let them know how it went. Passing back this information is important as you don't want your branch to waste time or annoy people by contacting them more than once.

	Name	Date & time of call	
Notes – What issues are important to them?			
Have they joined or committed to join?		Yes / No / Maybe	Follow-up?    Yes / No

	Name	Date & time of call	
Notes – What issues are important to them?			
Have they joined or committed to join?		Yes / No / Maybe	Follow-up?    Yes / No

	Name	Date & time of call	
Notes – What issues are important to them?			
Have they joined or committed to join?		Yes / No / Maybe	Follow-up?    Yes / No

	Name	Date & time of call	
Notes – What issues are important to them?			
Have they joined or committed to join?		Yes / No / Maybe	Follow-up? Yes / No

	Name	Date & time of call	
Notes – What issues are important to them?			
Have they joined or committed to join?		Yes / No / Maybe	Follow-up? Yes / No

Once you have completed this challenge, please fill out our [online feedback form](#)

# Script 1

## Use this if your branch doesn't have an active campaign to talk about

1. Hello, I am a Prospect/Bectu member in your branch. I have been thinking a lot about the union recently and wondered if I could talk to you about it for a few minutes?
2. Is there anything that worries you about joining a union?
  - This gives you the chance to dispel any misunderstandings they have about the union movement.
3. If there were three things you could change at work, what would they be?
  - If nothing... let them know that it's the great work of the union that has made this workplace so comfortable for them.
  - If something... let them know that these are the sorts of issues that we can address in future by working together in the union.
4. Unions make a real difference to people at work – one thing I am particularly proud of is...

By joining our branch, you can help make it stronger for everyone and you can get support for yourself at the same time. When you join, you can work with other members and your branch reps to fix the issues you have just told me about.

5. This week is **Heart Unions week** where union members across the country are taking a moment to celebrate the great work that unions are doing. A great thing about this is that there is also **special offer if you join between 14-20 February...**
  - **Join Prospect** – you'll **get three months free**, so you won't pay until May, but you still get all the same benefits as everyone else.
  - **Join Bectu** – your **first-year subscriptions will be £7.50pm** when paying by direct Debit.
  - If they say NO, consider trying again at step 4 with a different example.
6. So, you said you would join... that's great. If you head onto the website at [prospect.org.uk/join](http://prospect.org.uk/join) or [bectu.org.uk/join](http://bectu.org.uk/join) then you will be able to take up the special Heart Unions week offer. If you could put my name down on the form so they know it was me who spoke to you, that would be great too. Would you mind If I called you back on Friday just to give you a reminder – I wouldn't want you to forget and the offer ends on Sunday 20 February.

# Script 2

## Use this if your branch has an active campaign to talk about

1. Hello, I am a Prospect/Bectu member in your branch, the union has been on my mind a lot recently. Did you know that we are currently campaigning for/on...

I wondered if I could talk to you about it for a few minutes.

2. Here is how you are affected by the issue(s) we are campaigning for...

What do you think about that? Do you think it is fair that this is happening in your workplace?

3. I am angry/fed up/concerned about this issue, but I know that by standing together we really can make a difference.

We have a plan to...

by...

If the branch wins this campaign, you will be better off because...

By joining our branch, you can help make it stronger for everyone and you get support for yourself at the same time.

4. This week is **Heart Unions week** where union members across the country are taking a moment to celebrate the great work that unions are doing. A great thing about this is that there is a **special offer if you join between 14- 20 February...**

- **Join Prospect** – you'll **get three months free**, so you won't pay until May, but you still get all the same benefits as everyone else.
- **Join Bectu** – your **first-year subscriptions will be £7.50pm** when paying by direct Debit.

There has never been a better time to join! Will you join our union?

5. Is there anything that is worrying you about joining?

- Some answers that may be helpful.
- No need to worry about repercussions you have a right to be a member and the union is recognised here.
- If we do nothing, we will achieve nothing – Now is the right time to speak up about this issue and by standing together we are stronger.

6. So, you said you would join... that's great. If you head onto the website at [prospect.org.uk/join](http://prospect.org.uk/join) / [bectu.org.uk/join](http://bectu.org.uk/join) then you will automatically get the special Heart Unions week offer.

If you could put my name down on the form so they know it was me who spoke to you, that would be great too. Would you mind If I called you back on Friday just to give you a reminder – I wouldn't want you to forget and the offer ends on Sunday 20 February.