

October 2016

## TO ALL CUPE CHARTERED ORGANIZATIONS

Dear Sisters and Brothers:

Hopefully you've already heard about CUPE's National Leadership Survey – a major project our union is undertaking to capture the best practices being used in all of our locals to engage all of our members, especially members who are equity-seekers, precariously employed, and younger.

Many of us work hard to get members involved in local union activities, to convince people to come to meetings, and to encourage attendance at labour events. And sometimes we feel frustrated with the results. By sharing our experiences, we can begin to learn what has worked – and why.

Thanks to all of you who've already taken the time to fill out the survey. We encourage those of you who haven't completed the survey to visit [cupe.ca/national-leadership-survey](http://cupe.ca/national-leadership-survey) and fill it out **by November 6**.

### What is the survey about?

We know from our 2014 CUPE National Membership Survey that only about half of our members participate in a CUPE event or activity during the year. The 2014 survey results also tell us that members most active in the union are not entirely representative of all members. CUPE members who are active in the union tend to be male, older, not racialized, have full-time secure jobs, and earn higher incomes. Many of our local unions are challenged in engaging more members in local union activities, especially members who are equity-seekers, precariously employed, and younger.

The 2016 CUPE National Leadership Survey seeks to understand the challenges local unions experience in engaging members in union activities. But more importantly, we want to learn what local unions are doing to increase member participation in union activities. Our goal is to identify local unions' successful, best practices for engaging members in union activities (and members of equity-seeking groups, precariously employed members, and young members in particular) and share that information throughout CUPE.

### Who can participate in the survey?

We are inviting all elected CUPE local leaders to participate in the survey. For the purposes of the survey, elected CUPE local leadership includes the following:

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- President
- Vice-President
- Secretary-Treasurer
- Recording Secretary
- Chief Steward
- Unit Chair
- Other elected positions on the local union executive

We are also inviting members of all Provincial Division Executive Boards and members of the National Executive Board (NEB) to participate in the leadership survey.

When we learn from each other, we can build stronger local unions – which will help us win at the bargaining table, fight for fairness in the workplace, and build better, more equal communities. Please take the time to visit [cupe.ca/national-leadership-survey](http://cupe.ca/national-leadership-survey) and fill out this important survey.

Visit the website to learn more about the survey, our goals and timeframes, and how your privacy will be protected – and if you've got any other questions about the survey, send a message to [sondage-survey@cupe.ca](mailto:sondage-survey@cupe.ca).

In solidarity,



MARK HANCOCK  
National President



CHARLES FLEURY  
National Secretary-Treasurer