

Strike Averting Campaign Request

Applications for Strike Averting Campaign funding should include answers to the following questions.

Date:

Name of Sponsor (Local/Council):

Name of Contact Person:

- What are the main issues?
- Has a strike vote been held?
- What is the strike deadline?
- What are the objectives of the campaign?
- To whom is the campaign directed?
- What is the main message of the campaign?
- How will members be involved in the campaign?
- How is the diversity of the membership reflected in the strategy, tactics, and message?
- How will the campaign build support among the public?

Provide a budget, indicating the cost breakdown.

If the budget includes funds for advertising (print or radio), provide information on outlet(s), coverage, frequency, and size (where applicable):

- Will all materials be produced by union labour?
- How will the campaign be evaluated?
- Who will be involved in the evaluation?
- What factors will be used to measure results?

For budgets in excess of \$40,000

- If the budget were reduced by 20 per cent, what would you cut and what would be the impact?
- If the budget were reduced by 50 per cent, what would you cut and what would be the impact?

CUPE National Representative (Name and Signature):

Communications Representative (Name and Signature):