



NEW SOCIAL SERVICES CAMPAIGN TEMPLATE

OVERVIEW

Righteous Work – Just Pay, that's the name of the social services sector's new campaign template. We've created graphics you can use in your local campaigns from coast-to-coast-to-coast. Use it in bargaining, to mobilize your members or put pressure on the government. This follows from the success of the *Respect* campaign, which was launched in 2002.

We think the slogan gets at key issues in the sector. Social services workers do really important work in our communities yet wages are not in line with the value of their work. We hope this campaign is useful to your local and resonates with your members!

HOW YOU CAN USE THE CAMPAIGN TEMPLATE

There are endless ways to use the campaign template:

1. Strengthen membership mobilization to support the entire bargaining process: Use the campaign template when having one-on-one conversations with members (see reverse side).
2. Put pressure on government to increase funding: Use the campaign template in petitions, protests, letters and flyers.
3. Build relationships with allies: Use the template to make the case that service quality is linked to good staff compensation in letters and flyers for allies.

WHAT IS AVAILABLE?

The graphics for various campaign materials are available at cupe.ca/social-services-sector. Your local can add your own campaign info and then print. For buttons, you can order them online at cupe.ca/order-online. Samples of buttons, stickers and the poster are being mailed to all social services locals. Contact socialservices@cupe.ca with any questions.

Some of the options include:

- Letterhead
- Poster
- Stickers
- Buttons



BARGAINING CONVERSATION GUIDE

One-on-one conversations are the best way to connect with members about important issues like bargaining. Use this guide in conversations with members and hand out *Righteous Work – Just Pay* stickers following the conversations.

The purpose of these one-on-one conversations with members is to:

- Find out what the key issues are for bargaining.
- Know what collective bargaining is and why it's important.
- Build contact lists (non-work e-mail, phone and address) for collective bargaining.

INTRODUCTIONS

- Introduce yourself and your position in the union
- Open the conversation with something like:
 - We're starting to ramp up for another round of bargaining. We are wondering how aware members are about the collective bargaining process. We are reaching out to all our members to hear what you think.

QUESTIONS

- Have you been involved in collective bargaining before?
- What are your top issues at work?
- How do you think member participation contributes to the process?
- Do you mind giving me your email address and phone number. We need to make sure we can keep everyone informed of what happens in bargaining.

KEY POINTS TO MAKE

- Collective bargaining has allowed us to make gains such as [enter information here].
- Collective bargaining is the process through which we improve our working conditions and wages. We develop a list of demands, we sit down with our employer and we negotiate a new contract.
- It's really important to participate in bargaining activities so our employer knows we're serious and united. We're asking all members to wear these *Righteous Work – Just Pay* stickers next week.
- Collective bargaining works. I hope that you'll take part in bargaining activities!

RESOURCES

- Use the Fairness Conversation Tracking Form to track the information. Contact fairness@cupe.ca for more information on available tools to support ongoing conversations with your members.
- Hand out *Righteous Work – Just Pay* stickers. You can find the graphics files to print at cupe.ca/social-services-sector.
- Contact socialservices@cupe.ca with any questions.