

**One Union
One Voice**



Strategic Messaging

What is Messaging?

1. Everything you say about the UFCW
2. Answers the questions: Why should I join the UFCW/be a UFCW activist/join ABC/Why should community support us



Using the Words That Work



Words that Work

Positive messages work

The truth works

Speaking to the middle works

Divisive messages don't work

**Movement language works—
institutional language doesn't**



Rules for Messaging

- 1. Part of strategic, long term plan**
- 2. Positive, based on the UFCW's Values**
- 3. Must connect to an overarching theme—not just a slogan**
- 4. Leave a long-lasting impression**
- 5. Broad – allows you fold the particular into the universal**
- 6. Moves you to your goal and the UFCW's goals**



Rules for Messaging

- 1. Language that makes people feel bad about where they work is not empowering.**
- 2. Negative messages slamming bosses or the company only work in the short term or not at all.**
- 3. The passion we feel for labor comes from our values, which we need to articulate if we want it to spread.**



Internalizing the UFCW

- 1. Know our "Reason for being"**
- 2. Internalize the UFCW's values**
- 3. Never forget your goals, and the UFCW's goals**



Who are we?



Our union takes work and turns it into a decent living.

Our union takes human labor and turns it into dignity.

Our union takes the everyday struggle to survive and turns it into economic security for working people.



Case Study: Tar Heel

- 1. A clear, consistent, positive message delivered at doors, in break rooms, with flyers**
- 2. Nightly exercises in message discipline**



Setting the Agenda & Message Discipline



Message Discipline

- 1. Everyone stays on message. Nobody forgets message or values.**
- 2. We deliver messages consistently, over and over again, on our own schedule.**
- 3. Whatever the company does, we stay on our own message**



Anticipate the Response

- 1. The anti-worker consultants companies bring in use the same old tactics and messages over and over.**
- 2. Responding to their attacks keeps us only talking about their issues.**
- 3. We have to stick to our positive message and keep the moral high ground no matter what.**



UNION BUSTERS KITCHEN SINK

A photograph of a white kitchen sink with a chrome faucet and handles. The sink is set into a light-colored countertop. In the background, there are some green apples on a wooden surface. The text is overlaid on the left side of the sink.

Hold captive audience meeting

Threaten with Dues, Strikes, Plant Closings, Futility

Fire a union supporter

Interrogate workers

Show video about union

Surveillance at work

A large group of people, mostly men, are gathered in a room, all wearing bright yellow t-shirts. They are cheering enthusiastically with their arms raised in the air, some with clenched fists. The scene is filled with energy and a sense of collective achievement. The background shows a brick wall and some windows. The overall atmosphere is one of triumph and unity.

RELAX!

WE GOT THIS!

**We must do a better job of
internalizing who the UFCW is**

Reflect that in everything we do

Always come back to the positive

**We have to stick to our values and
not be put on the defensive.**

