Checklist for Member Mobilization

There is no "typical" mobilization campaign, but you can use this checklist as a general guide and a starting place, and adapt the particular items to fit your own situation, taking into account your union's size, structure, history and culture.

1. **Set goals**
   Be clear on your overall vision and the specific objectives. What do you hope to accomplish with your mobilization efforts? How many members do you want to activate? How many new leaders do you want to recruit? What will the union look like if your mobilization efforts are successful?

2. **Create an Action Team**
   Don't try this alone! Make sure that the union's Executive Board is bought in. Then build a team of leaders and activists who will help. Their tasks will include gathering information, planning the action, recruiting members, coordinating the work and reporting back to the Board.

3. **Survey the members**
   The best way to get members active is to build a campaign around issues that they care about. A written survey – or better yet, a one-on-one, in-person survey – can help you identify these issues.

4. **Choose an action**
   An effective action is related to issues your members care about, and it has the potential to attract a high level of participation. It's visible and effective. It helps build the capacity of the union. And it's fun!

5. **Chart the members**
   A database of your members, their workplaces and issues, and a record of their past participation will help you recruit them to action and track the success of your actions.

6. **Recruit members one-on-one**
   Usually, a recruiter can contact 10-15 members in a couple of weeks. You'll want to train the recruiters in how to talk – and listen! – to members, and you'll want to develop a means of holding them accountable for their contacts.

7. **Implement and evaluate the action**
   Do it! Document participation and report back to the Board. Did you meet your turnout goals? What worked and what didn't work? What impact did the action have on members' attitudes? What might be the logical next step? Overall, what have you learned about member mobilization?