

Charting and Tracking

Why chart and track our members' involvement? So that we know where they are, how to reach them, and what they care about – and so that we have a record of their involvement and can reach them again for future actions. Charts can help you identify and recruit potential new leaders, can help you identify and prioritize issues that members care about, and can help you flag members who may need attention.

Some **examples of the kinds of information** you might want to track: name, relevant demographic information (e.g., age), work location(s), length of time in the union, contact info, what issues they care about, their attendance at union actions and meetings, and notes about follow-up.

Charts can be organized by worksite, or they members can be grouped according to who will be reaching out to them – i.e., by recruiter assignments.

Charts have to be **kept up-to-date!** New members should be added, and those who've left will have to be deleted. Contact information will need to be accurate. Charts should be updated on a regular basis – once a month, if there is a lot of activity going on, or less frequently if involvement opportunities are fewer.

The best way to gather information for tracking is via **one-on-one conversations**. Talk with members, ask questions and listen to their concerns. Let them know about opportunities for getting involved in union actions. Remember the 80-20 rule: listen 80% of the time and talk 20% of the time!