

Building Power: Union Organizing in the APWU



- + Anna Bostwick, Organization Director
- + Presented by Daniel Cortez, Oregon State President
- + American Postal Workers Union, AFL-CIO

THE FOUNDATION OF WORKER POWER

- ✓ On the Workroom Floor
- ✓ In our Installations
- ✓ At the Bargaining Table
- ✓ Within our Communities

Worker Power Means...

- + Bringing co-workers together around common goals
- + Standing together to solve workplace issues
- + Building the strength to improve wages, benefits, and working conditions
- + Creating lasting change through collective action

THE REALITIES OF THE OPEN SHOP

Our Rights under the NLRA

- + Build a Stronger APWU
- + Wear APWU Apparel
- + Talk Union with Co-Workers
- + Share Union Information
- + Organize Together

Our Rights under the CBA

Article 17.6

- + Orientation for new career or non-career employees
- + Current postal employee who is reassigned to an APWU bargaining unit
- + Non-career employees become eligible for health insurance

SET ORGANIZING GOALS

Why Goals Matter... Direction, Measurable, Accountability, Momentum

Set Measurable Goals

- + Membership Growth
- + Organizing Conversations
- + New Member Sign-Ups
- + Career PSE Outreach

Focus Your Efforts

- + Craft
- + Tour
- + Station, AO or Plant
- + Career Employees / PSEs
- + Former Members
- + Long-Term Non-Members

The Art of "the Conversation"

- + **Connect** *Introduce yourself and build rapport.*
- + **Listen** *Learn what matters to them.*
- + **Educate** *Show how workers create change together.*
- + **Inspire** *Share a vision of what's possible.*
- + **Ask** *Invite them to join APWU.*

HOW TO HAVE AN **ORGANIZING CONVERSATION** *When Speaking with Non-members*

APWU
American Postal Workers Union, AFL-CIO

1

INTRODUCE YOURSELF

- Build trust before you build support.
- Start by introducing yourself.
- Explain why you wanted to talk and ask a simple question to get the conversation started.

2

LISTEN AND GET THEIR STORY

- Listen more than you talk.
- Ask what's important to them, what they enjoy about work, and what they'd like to change.
- Don't try to solve every problem.

3

EDUCATE THROUGH THE CONVERSATION

- Connect their concerns to collective action.
- Help them understand how decisions are made, what's standing in the way, and how working together through the union creates change.
- Share examples of union wins that make a difference.

4

ASK THEM TO JOIN

- Never leave without asking.
- "Are you ready to stand with us?"
- Answer any questions and make it easy for them to become a member.

*Throughout the
Conversation...*

GIVE PEOPLE HOPE.

Share real examples of how workers standing together have won better wages, stronger benefits, safer workplaces, and more respect on the job. People join movements because they believe change is possible.



MATERIAL ORDER FORM



Questions? Contact

APWU Organization Dept.
Anna Bostwick
Organization Director
✉ asmith@apwu.org
☎ 202.842.4227

Introduction - Start the Conversation

- ❑ Introduce yourself and explain who you are.
- ❑ Build a personal connection.
- ❑ Show the value of the conversation.
- ❑ Ask open-ended questions.
- ❑ Avoid questions that can be answered with only "yes" or "no."



Uncover the issues

Get your coworker's speaking

- ❑ Ask fact-based questions: who, what, why
- ❑ Ask follow-up questions and dig deeper
- ❑ Ask who makes the decisions
- ❑ Help identify the source of frustrations
- ❑ Listen without getting defensive
- ❑ Do not promise to fix every issue

STEP 2

Educate & Create a Vision



- ☐ Show that change takes collective action.
- ☐ Members are the union, it's not a third party
- ☐ Being union means standing together.
- ☐ Build workplace power through unity.

The Ask

- ❑ End every conversation with a clear ask.
- ❑ "Are you ready to stand with me today?"
- ❑ Keep the focus on action, not excuses.
- ❑ Ask for a commitment to join the effort and help build our union.



1. No One Can Change the Workplace Alone Real, lasting change happens when co-workers stand together.
2. The Union Is Not a Third Party The union is workers joining together with one voice to improve their workplace.
3. Change Requires Participation Every employee has a role to play. Together, we build the power to make things better.

**Three Things Every
Non-Member
Should Walk
Away
Understanding**

<p>"WHY JOIN IF I ALREADY GET THE CONTRACT?"</p>  <p>BECAUSE MEMBERS BUILT THOSE WAGES, BENEFITS, AND PROTECTIONS, AND MEMBERS KEEP THEM STRONG.</p>	<p>"WHAT DOES JOINING DO FOR ME?"</p>  <p>YOU GAIN A VOICE. MEMBERS VOTE, SHAPE PRIORITIES, AND HELP DECIDE WHAT WE FIGHT FOR.</p>	<p>"I DON'T WANT TO PAY DUES."</p>   <p>DUES FUND: REPRESENTATION, BARGAINING, GRIEVANCES, TRAINING, AND PROTECTING YOUR FUTURE.</p>
<p>"I DON'T NEED THE UNION."</p>  <p>WHEN DISCIPLINE HAPPENS, SCHEDULES CHANGE, OR RIGHTS ARE VIOLATED, STANDING TOGETHER MATTERS.</p>	<p>"WHY SHOULD I PAY WHEN OTHERS DON'T?"</p>   <p>THE MORE MEMBERS WE HAVE, THE STRONGER WE ARE. SOLIDARITY WORKS WHEN EVERYONE PARTICIPATES</p>	<p>"WHAT HAS THE UNION DONE LATELY?"</p>  <p>PROTECTED JOBS, ENFORCED THE CONTRACT, UNALLENGED UNFAIR TREATMENT, AND IMPROVED CONDITIONS.</p>
<p>"MANAGEMENT WILL DO WHAT THEY WANT ANYWAY"</p>  <p>MANAGEMENT IS STRONGEST WHEN WORKERS ARE DIVIDED. WE ARE STRONGEST WHEN UNITED.</p>	<div data-bbox="637 921 1108 1299"> <p>ASK THESE QUESTIONS</p> <ul style="list-style-type: none"> • WHAT MATTERS MOST TO YOU AT WORK RIGHT NOW? • IF YOU COULD FIX ONE THING HERE, WHAT WOULD IT BE? • WHO SHOULD DECIDE WORKPLACE ISSUES, MANAGEMENT ALONE OR WORKERS TOGETHER? • WHAT WOULD MAKE MEMBERSHIP WORTH IT TO YOU? </div> <div data-bbox="1146 921 1681 1299"> <p>STRONG CONTRACTS. STRONG RIGHTS. STRONG VOICE.</p> <p>STAND WITH US. WE'RE STRONGER WHEN EVERYONE HAS SKIN IN THE GAME.</p> </div>	

Handling Tough Questions & Responses

Only when ignoring the excuses just isn't an option

21.1 Health Plan

- What is the cap?
- How to discuss this part of the contract?

**Things every
APWU MEMBER
should know!**

- GRIEVANCE PROCEDURE
 - *ARTICLE 15*
- NEW EMPLOYEE ORIENTATION
 - *Article 17.6*
- WHEN NON- CAREER EMPLOYEES BECOME ELIGIBLE FOR HEALTH BENEFITS
 - *Article 17.6*
- WHEN NON-CAREER EMPLOYEES BECOME CAREER
 - *Article 17.6*
- SSA ACADEMY
 - *Article 19 / PO 209*
- BULLETIN BOARDS
 - *Article 22*
- LITERATURE RACKS
 - *Article 22*
- OUR RIGHT TO ENTER ANY FACILITY
 - *Article 23*

ACCESS & OPPORTUNITY

The CBA provides us with multiple opportunities to reach our members.

**ARE WE TAKING
ADVANTAGE OF ALL
OF THEM?**

APWU HP

Created and Underwritten

By the APWU FOR ALL FEDERAL
WORKERS!

- We aren't beholden to corporate interests
- UHC Doesn't run our HP WE DO!
- We have direct access to the boss
director@apwuhp.com

410-424-1504



ORGANIZING MATERIALS

apwu.org/organizers-tool-kit



Order materials online by scanning the QR code below

Please indicate quantity:

- _____ Pocket folder with 1187 & Welcome Book
- _____ PSE Rights and Benefits Brochure
- _____ Career Rights and Benefits Flyers *(craft specific)*
 - _____ Clerk _____ Maintenance _____ Motor Vehicle
- _____ Q&As About the APWU (4x8) book
- _____ Wallet sized Online Join card with QR code
- _____ Lanyards *(Max 50) * For New Members*
- _____ Badge holders *(Max 50) * For New Members*
- _____ Retractable badge holders *(Max 10) * For New Members*
- _____ Blank APWU Membership Cards
- _____ Additional 1187s only
- _____ Guide to Veterans Rights & Benefits *(Max 10)*



Notes:

** These items are available to provide to new members at the time of joining. For other purposes/events please visit www.apwuonline.org*

LABELS FOR WELCOME FOLDER: Available for Locals that need assistance personalizing pocket folders with Local or State APWU contact information. Please print below exactly how you would like the labels to appear.

(Max 35 characters/spaces per line)

Line 1 _____
Line 2 _____
Line 3 _____
Line 4 _____

SHIP ORDERS TO: *(please print clearly)*

LOCAL/STATE NAME _____

REQUESTERS NAME & TITLE _____

EMAIL _____

MAILING ADDRESS _____

CITY _____ ST _____ Zip _____

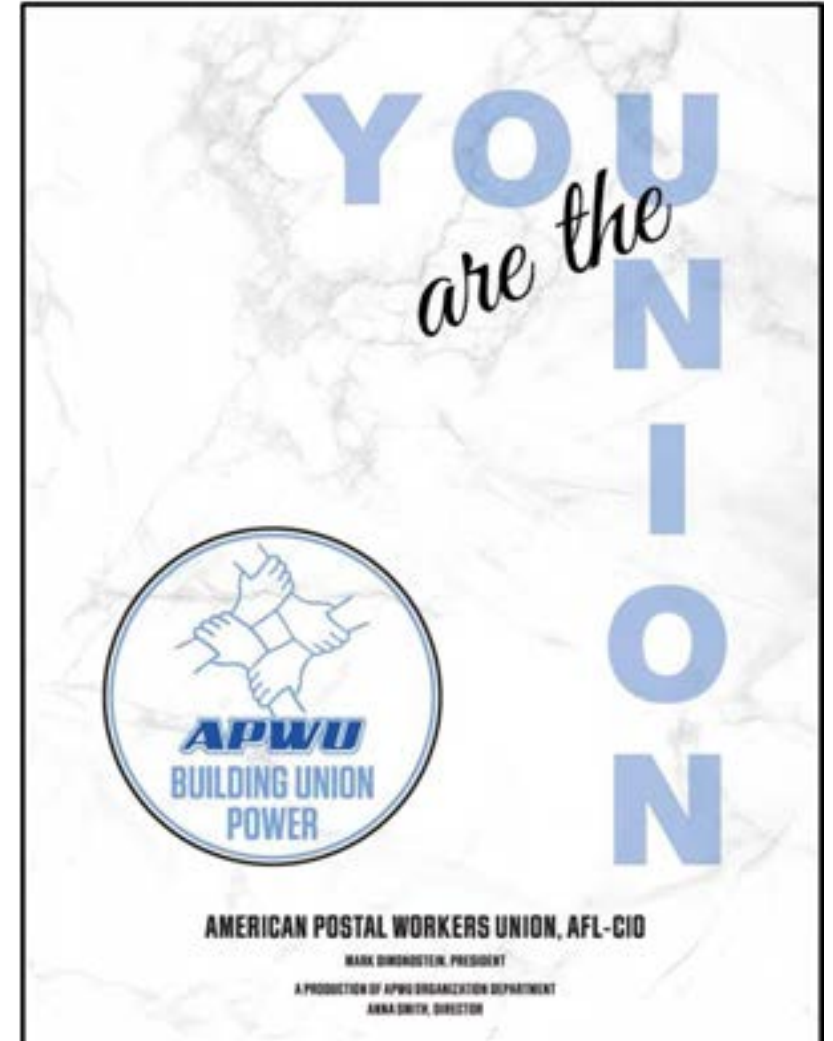
NOTE: Some materials are shipped from multiple locations and may not arrive in the same shipment.

RETURN TO: Anna Bostwick, Organization Director / 1300 L Street NW, Washington, DC 20005

organization@apwu.org

Welcome Pocket Folder

- + Every new employee should receive a Welcome Pocket Folder.
- + Includes a Membership Application (Form 1187).
- + Personalize the folder with your Local or State contact information
- + Use the newest versions of all materials to ensure employees receive accurate information.
- + Don't stockpile supplies.



Benefits at a Glance Flyers

POSTAL SUPPORT EMPLOYEES
RIGHTS & BENEFITS
AT A GLANCE

STRONGER TOGETHER STRONGER TOGETHER STRONGER TOGETHER STRONGER TOGETHER
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APWU
ORGANIZATION DEPARTMENT
WORK ENVIRONMENTAL PRESIDENT
ANNA SARTY, CHAIRMAN STRONGER TOGETHER

APWU
American Postal Workers Union, AFL-CIO
Rick Rosenblatt, President
New York, Organization Director
David S. Smith, Assistant Unit Leader

MAINTENANCE CRAFT
CAREER STATUS
Benefits at a Glance

ON BEHALF OF THE AMERICAN POSTAL WORKERS UNION, CONGRATULATIONS ON YOUR CAREER APPOINTMENT!

The Collective Bargaining Agreement (CBA), which is the contract between the APWU and the USPS, covers all aspects of your career appointment related to wages, hours, and benefits. Collectively we fight to continue protections against layoffs, reduce outsourcing of our work, improve working conditions, and we provide for the American public. Here is a brief overview of some of the benefits the APWU has achieved in negotiations on your behalf:

EFFECTS OF CAREER POSITIONS IN THE CLERK CRAFT
Full-Time Regular (FTS)
Part-Time Regular (PTF)

SENIORITY PROVISIONS
On your behalf, the APWU has negotiated basic security rights. As a career employee there are provisions of the CBA in which your seniority date (your date of conversion), will be an essential benefit such as: job bidding, vacation scheduling, temporary assignments (leave), and various provisions established at the local level.

REGULAR PAY INCREASES
Career employees receive regular wage and step increases in accordance with the CBA. Currently the wage and step progression are as follows:

Position	Increment %/Step	Maximum Increment/Step
1	3.1%	\$1.00
2	3.1%	\$1.00
3	3.1%	\$1.00
4	3.1%	\$1.00
5	3.1%	\$1.00

COST OF LIVING ADJUSTMENTS (COLA):
During the life of the 2021-2024 Contract, eligible employees covered by the CBA will receive a COLA, based on the Consumer Price Index (CPI) increases. In the event the CPI falls, you do not take a reduction in pay.

NIGHT DIFFERENTIAL PAY
For time worked between the hours of 6:00 p.m. and 6:00 a.m., you are paid additional compensation. This amount is a flat amount based upon your position, grade, and level.

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American Postal Workers Union, AFL-CIO
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New York, Organization Director
David S. Smith, Assistant Unit Leader

CLERK CRAFT
CAREER EMPLOYEES
Rights & Benefits at a Glance

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MOTOR VEHICLE SERVICE CRAFT
CAREER STATUS
Benefits at a Glance

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EFFECTS OF CAREER POSITIONS IN THE MOTOR VEHICLE SERVICE CRAFT
Full-Time Regular (FTS)
Part-Time Regular (PTF)

SENIORITY PROVISIONS
On your behalf, the APWU has negotiated basic security rights. As a career employee there are provisions of the CBA in which your seniority date (your date of conversion), will be an essential benefit such as: job bidding, vacation scheduling, temporary assignments (leave), and various provisions established at the local level.

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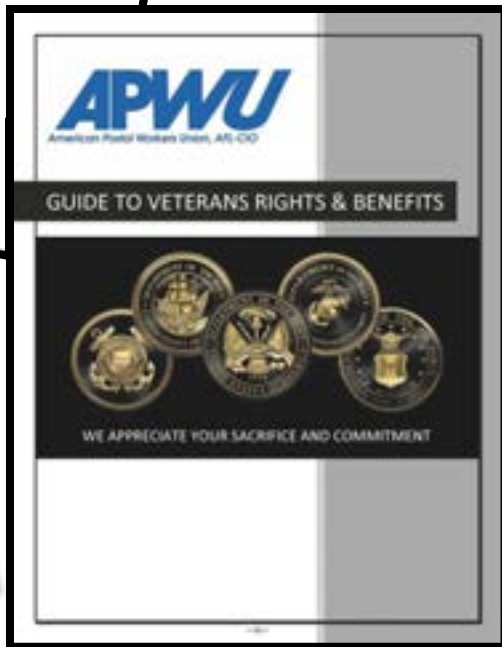
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**Contact the
Organization
Department for
Available
Organizing
Incentives**

Member Benefit Resources

- + Voluntary Benefits Plan
- + Accident Benefit Assoc.
- + Union Privilege
- + Aflac
- + Local Benefits
- + APWU Health Plan



Electronic Membership Application: Simplifying the Join Process

- + Online Join – Current APWU bargaining unit employees
- + New Hire & Private Sector Join – Newly hired employees and private sector workers
- + Local Join – Local officers input membership applications
- + Retiree Join – Membership application for retired members



Thank you
for all you
do each and
everyday!

