

CLEANING JOBS YOU CAN COUNT ON

HOW TO BUILD STRENGTH
FOR CLEANERS
BY GROWING OUR UNION



WHY GROW

OUR UNION

Cleaning jobs are under threat. But no one's going to listen to one person alone - to fight back against powerful players like huge corporations or the government, we need to stand together and speak with one united voice.

There's strength in numbers and power in a strong union - when each new cleaner joins our union, it makes everyone stronger!

With a strong union we can:

- ▶ Pool our resources to power huge persuasive campaigns, pressuring the government and companies into backing down and winning gains for cleaners
 - ▶ Be a forceful voice in elections and politics, leading politicians to create laws that benefit us and the schools we clean
 - ▶ Support each other by funding the training delegates receive, the legal cases we run, and the expert advice every union member can access
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HOW TO HAVE

THE CONVERSATION

HAVE A CHAT

Connect with the person, and build a relationship with them. Quickly introduce yourself (if you don't already know them) then ask some questions about the person.

ANGER - FIND OUT WHAT THEY CARE ABOUT

Find things that matter to the person, which will make being a member of United Voice relevant to them. What's their story? What are they passionate about? What are they **angry** about - if people don't feel strongly about something, they're unlikely to be willing to do anything about it.

Use open questions. For example - how's work going? What do you like about work? What do you find difficult here at work? What would improve things around here?

HOPE - TALK ABOUT ACTING TOGETHER

This is what unions are all about - if we act together we have power to make a difference.

Stories of acting together and winning over previous issues (either your own, or at other workplaces) are useful here. And more questions: What would it take for the boss to take us seriously on this issue?

ACTION - GET COMMITMENT TO ACT

To make change, you need to get them to take action – you need their involvement. Their commitment will help you to build power to change the issue.

Use closed questions. "So the next step is for you to join United Voice and be part of fixing this issue/getting the boss to take us seriously. Here's the membership form."

Whatever happens – remember to wrap up on a positive note and leave room for follow-up.



JOBS YOU CAN

COUNT ON

STEP 1 Cleaners build strength by growing our union

STEP 2 We spread the word by speaking out

STEP 3 We ask our communities to support us

STEP 4 We pressure the government by lobbying politicians