

# ORGANIZING IS ASKING

## **FIVE BASICS OF INTERNAL ORGANIZING**

1. People join unions when they are individually approached and asked to join.
2. The more people you ask to join the AAUP, the more people will join the AAUP.
3. Hundreds of workers join unions when hundreds are asking.
4. You can get hundreds to ask by building strong, functioning organizing committees.
5. Strong, functioning organizing committees form when AAUP members meet regularly, make plans, work with lists, make charts, take assignments, and report back.

**MAKE A DIRECT ASK.** Successful organizers and activists agree that you have to clearly and directly ask people to join the union. Asking is organizing!

**BE PREPARED AND USE A LIST.** Plan to approach the most receptive people first. Speak to them when you both have time to talk. Use a list to help you make decisions about who to target and when.

**ALWAYS BRING A MEMBERSHIP FORM.** Put the membership form in the hand of the nonmember and explain how to fill it out, or bring a tablet or phone to sign people up and stay with them until they have submitted the digital form.

**BE YOURSELF AND SHARE YOUR EXPERIENCE.** Don't worry about being perfectly articulate or having all the answers. Share why you're involved or how union solidarity has worked for you.

**COMMUNICATE URGENCY.** Our fights in the workplace and beyond are urgent, and so is the need for us to be strong and united. The time is now!

**CONNECT MEMBERSHIP TO ISSUES.** Whether the issue is job security, government attacks on research funding, contracting out, or protecting our students, AAUP membership is the first step towards standing up, uniting, and fighting back.

**MEMBERSHIP AND DUES EQUAL POWER.** We want to build the strongest, most effective union we can have. There is power in numbers, and resources in membership dues.

**LISTEN AND DON'T ASSUME.** If people say no or that they will think about it, ask open-ended questions to understand their point of view. By listening, you learn what issues matter to them or if they might be an activist. Don't assume everyone shares the same views.

**BE PERSISTENT.** Don't get discouraged when people say no. Work to identify and overcome objections. Being persistent shows that union membership is important.