

Unions make life better –  
For Everyone



Stand up  
for  
fairness







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How unions make life better

**COLLECTIVE BARGAINING WORKS**  
Through collective bargaining we get results for workers.

**OUR GAINS BENEFIT ALL WORKERS**  
Every gain unions make raises the standard for all workers. New gains happen every day.

**UNIONS HELP PEOPLE EVERYWHERE**  
Unions help create positive change. We advocate for new and better public services.

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Our ability to make these gains is threatened

Some politicians want to undermine our ability to bargain collectively by taking away our union’s right to collect dues from all members, or by stopping us from taking political action.

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What does the threat look like?

Pressures on many fronts

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U.S. Experience

Right to work:  
Members can chose not to pay their union dues.  
Union still has to represent all members.

Today, 24 of 50 U.S. states have "right to work" legislation.

Predominantly in the south and west, but in 2012 Michigan and Indiana joined the ranks.

Some states have adopted "paycheque protection" laws.

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Stand up for fairness

Members are our greatest strength



ARE WE Connected?

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### Spectrum of Member Support

What percentage of members is in each category

Active pro-union members	Inactive pro-union members	Friendly	Middle Disengaged	Unfriendly	Inactive anti-union members	Active anti-union members
_____ %	_____ %	_____ %	_____ %	_____ %	_____ %	_____ %

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Stand up for fairness

CUPE’s project to reach out and speak personally with each and every one of our members.

The whole labour movement is undertaking similar projects, under the leadership of the Canadian Labour Congress.

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### Fairness Project GOALS

Build stronger connections between members and their union by:

- a. Starting a conversations with every member about the value of their union.
- b. Listening to members’ hopes, needs, questions, and concerns. Building trust.
- c. Building solidarity and a sense of belonging.
- d. Asking members to show commitment by signing a pledge.

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### Spectrum of Member Support

**Goal: Move each group at least one category to the left**

Active pro-union members	Inactive pro-union members	Friendly	Disengaged	Unfriendly	Inactive anti-union members	Active anti-union members
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Stand up for fairness

### Members are our greatest strength



LET'S STAY Connected?

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