

Identifying different campaign tactics

The strategic circumstances surrounding each campaign are unique and each campaign strategy must be unique as well. However, the following examples can be a guide for our own campaigns.

Strategy type	Description	Examples
Workplace activity strategy	Workers organise their numbers, their knowledge of the job and their access to first hand information.	Wearing stickers, work-to-rule, signing petitions, postcards
Worker/union solidarity strategy	Workers and unions in different locations (who are not a direct part of a dispute) demonstrate their support.	Rallies, leafleting, marches, petitions, respect pickets, job actions
Management strategy	The management of the institution is placed on the defensive and experiences the same emotional discomforts that they put workers through. Sub-groups include: board of governors, top and middle management and supervisors.	Pressure on managements' other interests, management compensation, mass grievances and charges against individual governors, managers and supervisors.
Community/public strategy	Important elements of the community and opinion leaders support the campaign and threaten the employer's community support.	Coalitions with religious, women's, civil rights, parent, immigrant, environment, senior, gay and lesbian, and human rights groups.
Capital strategy	The employer's behaviour is challenged through its ties with investors, lenders, and shareholders.	Communication to financial analysts, shareholders and lenders.
Customer/service user/strategy	Appealing to the customers or clients of an employer.	Community outreach, leafleting retail outlets, targeting large customers, leafleting trade shows.

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Political action strategy	The legislative, political and electoral process is used to pressure the target.	Introducing legislation, mass lobbying, running candidates, ballot initiatives
International strategy	Pressure is placed on the employer's international image, operations and markets.	International days of protest and hand-billing, global codes of conduct, worker/community delegations overseas.
Industry/competitor strategy	Pressure on other institutions is used to place pressure on the target employer.	Industry white papers, industry regulatory efforts, other employers sign codes of conduct, leaflet conferences and conventions.
Suppliers/vendors strategy	Scrutinising ties with important suppliers and vendors.	Lawful pickets for deliveries, leafleting other vendor customers.
Government/regulatory strategy	Assisting government departments that enforce laws and regulate employers to scrutinise the target employer.	Assisting regulatory bodies and parliamentary inquiries
Bargaining strategy	Use of bargaining language to gain leverage in contract negotiations with direct or indirect target.	