

## Identifying a strong campaign issue:

A checklist for making sure you are running a strong campaign

### Criteria for good issue development

- Why is this issue important to the union and staff?
- Why should the union act now to resolve the issue?
- Which of the issues would you recommend be the first priority for the campaign using the following criteria? Is the issue...
  - widely felt
  - deeply felt
  - winnable in part.

### How to move issues

- To make it felt more widely - communicate and educate.
- To make it felt more deeply - appeal to members' and non-members sense of justice and fairness.
- To make it potentially more winnable - break it down into smaller winnable pieces.

### Criteria for good campaign goals

- How will it win concrete improvements for our members?
- How will it give our members a sense of their own power?
- How will it alter the relations of power?
- How can we build or strengthen union structures?
- How can we secure our goals through the collective agreement?

### What is a campaign theme?

- Public expression of staff issues, campaign goals and employer vulnerabilities.
- Repeated in all campaign communications, literature, buttons, posters, etc.
- Usually involves social justice.
- Never contradicted by the campaign strategy and tactics.

## Why have a campaign theme?

- To inspire staff.
- To define the central issues.
- To send a message to the employer.
- To win community and public support.

## Test of a good theme

- It fits the situation.
- It appeals to the broader community.
- It unites members.
- A theme is not a slogan.