

## Being a successful door-knocker

- 1 Have a list of current members so that you know who to target (you should be able to request this from a member of your local committee). Have application forms, any current campaign leaflets, copies of UC magazine and posters. As well as handing them to potential members, they can be left in coffee rooms and on notice boards as you move around the department.
- 2 Find out about the potential concerns of non-members, ie are they on fixed-term contracts, are there particular issues in the department, are there new starters who you can target? If there is a local rep, ask them about the issues, and if there is a best time or place to approach staff. Try and involve the rep in the activity in some way – if unavailable on the day, you could ask him/her to do a follow up door-knock to catch those who were out, and those who needed further information or showed some interest in joining.
- 3 Publicise the activity in advance, linking it to a campaign. An email or poster could say: 'UCU will be distributing a leaflet updating colleagues on the latest in the pay negotiations and to discuss issues of concern to you. For anyone not around but who wishes to contact us, please email xxxx.' UCU application forms can be downloaded from [www.ucu.org.uk/index.cfm?articleid=1675](http://www.ucu.org.uk/index.cfm?articleid=1675). Alternatively, a letter and application form can be placed in pigeon holes two or three days prior to the door-knocking.
- 4 Having a newsletter, leaflet or survey to distribute gives you a reason to knock on doors and makes it easy to start a conversation. Point out to non-members the amount of time our members / their colleagues spend in pay negotiations from which all staff will benefit. Also, the fact that we can't fully support anyone whose problem occurs before they join us.
- 5 Print a 'Sorry we missed you' note for staff that aren't in. Take contact details of those who are out and follow up later with either another visit or an email.
- 6 Have a pen and pad ready to take down any questions and contact information from potential members. It is, of course, not necessary to know everything and this gives you an excuse to take a potential member's contact details and then follow up later with both the answer to their query and also ask if they have decided to join us.

- 7** If you aren't from the department and there is no rep, talking to members about what you are doing and why it is important might encourage someone to volunteer.
- 8** If a potential member shows some interest in joining, ask them to fill in the form so that they will be covered immediately UCU head office receives it. Also, you can help with any questions about the form. You could say that you can call back later that day as you are collecting several to send off at the same time.
- 9** A table set up in a busy area at the same time would increase our profile while carrying out the door-knocking.
- 10** Door-knocking can be more effective when carried out by small teams especially if you make it obvious that you are campaigning for UCU, ie by wearing UCU lapel badges etc.