

GET VOTE

**A UCU GUIDE
TO GETTING
THE VOTE
OUT IN YOUR
BALLOT**

September 2022



An 8-point plan to Get the Vote Out



1. SET OUT A CAMPAIGN TIMELINE AND PLAN

- Decide the most effective time to take action and work backwards.
- Wherever possible, allow at least three weeks for the ballot.
- Assign roles within the branch (who will lead on negotiations, who will be the key Get the Vote Out (GTVO) contact, who will be in charge of communications etc).
- Agree key points of communication with members (eg once a week) and general or departmental meetings and put them into your timeline.

2. DISTILL THE ISSUE INTO A KEY POINTS SUMMARY

- Describe what the impact of management's proposals might be on staff, students and the institution.
- Indicate if there are there any specific subject areas or groups of staff at particular risk.
- Explain the proposed management timescale.
- If the issue is job cuts, confirm how many jobs are at risk of redundancy, how many have already gone, are the proposals voluntary severance, or compulsory, or both.
- Set out the reasons given by management and the union's responses to those reasons.

3. DISTILL THE BRANCH'S OBJECTIVES

- Set out UCU's key objectives, eg no compulsory redundancies, more effective redeployment, proper consultation; management to open the books.

4. COMMUNICATE

- Agree to communicate with every member at least once a week for the period of the ballot.
- Tailor your message to address members' key concerns.
- Keep the narrative moving forwards – for example in Week 1 set out your objectives, in Week 2 explain the importance of voting to help negotiators, in Week 3 focus on those who haven't voted yet by explaining management's proposals have implications for everyone.

5. GET THE VOTE OUT TEAM ACTIONS

- Map UCU membership including room numbers, email and phone numbers wherever possible.
- Divide your mapped workplace into sections.
- Seek volunteers to help Get the Vote Out.
- Give volunteers small 'clusters' of members to approach.
- Ensure everyone keeps a record of their contact with members about the ballot.

6. CAMPAIGN MATERIALS

- Agree what you need (eg leaflet, poster, stickers etc) liaise with your regional office and approach campaigns team for help in advance of ballot.

7. WORKING WITH THE PRESS

- Seek advice from the UCU press office as early as possible.
- Agree who will be responsible for press strategy.
- Identify any good stories (management waste; high pay at the top, certain subjects being decimated).

8. WORKING WITH YOUR MPS

- Ask UCU's parliamentary team to contact your local MPs.
- Use your key points summary to provide a short briefing on the main issues.
- Ask MPs to use their influence to persuade management to negotiate.

ADVICE AND HELP

Branches needing advice should contact campaigns@ucu.org.uk who will coordinate support from press, parliamentary and other national teams.



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What is Get the Vote Out?



The GTVO model uses basic organising techniques commonly used in election campaigns and is also based on experiences of community-level organising. Many of you will have been personally involved in such campaigns, usually in elections aimed at raising voter participation and as such the following will not be a great surprise to you. However, you may not have applied these techniques to direct a targeted ballot campaign within your own institutions.



WHY USE A GTVO PLAN?

It works! We can make a significant difference to a campaign, the primary purpose of which is to achieve a high turnout and percentage of yes votes, if we apply a carefully targeted and timed GTVO campaign. We know for example that average turnout for union ballots, including UCU, stands at around 40-42% – well below the 50% minimum turnout specified by the 2016 Trade Union Act.



We estimate that 25-30% will be members who are naturally inclined to vote either because they are strong union members, and so voting is an 'obligation', or because they feel strongly about the issue one way or the other. We also know that following this initial high response, the returns then turn into a trickle. However, we have clear empirical evidence that a targeted GTVO campaign in the final full week of the ballot reverses this 'trickle trend' and delivers a significant back-ended boost to the turnout. In each of the campaigns thus far, the vote has doubled between mid to end of the ballot period.



WHO ARE WE TRYING TO PERSUADE DURING A GTVO CAMPAIGN?

What we also know from these ballot trends is, given that those who are most likely to vote (the 25-30%) will have done so in the first week, these are probably not the people with whom we primarily need to engage during a GTVO campaign.

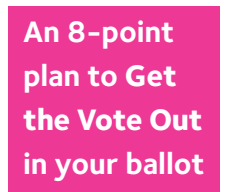


The members we must reach out to if we are to be successful are those who are unsure of the issues, may perhaps be fearful of industrial action or are generally

disengaged. As such, it becomes clear that we must try to set a very specific narrative – a narrative which plays to that mass of middle ground: the approximately 70% of our members who are not yet fully engaged. This is not always necessarily the natural audience for a union activist but it is absolutely key if we are to run a successful GTVO campaign. What is also true is that through this approach, new members come forward and begin to engage with the processes and the local union.

Clearly, the advantages of running such a high profile GTVO campaign are the by-products that come with it; increased awareness of the union – often resulting in increased membership, and increased grassroots activism due to the ability to break the campaign into small manageable parts – often resulting in an increase of union activists and a stronger, organised, mapped branch.

We all know that unions recruit well when they are campaigning. Visible campaigning helps to build the union and this helps to strengthen our campaign. In the following sections of this guide, we try to go step by step through how we have delivered GTVO campaigns with UCU branches.



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Distilling the issue



Many of you who are reading this guide will also be responsible for, or heavily involved in, local negotiations. As such, you will hold a vast amount of information, much of which – in terms of communicating key messages to the audience of a campaign (your members, the press and politicians) – will be too detailed, complicated and, undoubtedly, too long!

So, how do we distill such a vast amount of information and knowledge into something digestible and understandable to an audience which is wider than the negotiators while still managing to get the key information across? We ask branches to imagine that they are being interviewed for a news slot in which they have just two minutes to present their arguments – of course in many campaigns this ‘imaginary scenario’ will come true. When assessing a campaign, we have to be able to distill the issue and so we ask branch officers these key questions (in this example, the issue is job cuts):

- 1. What is the issue at stake?**
- 2. Are any specific areas at risk?**
- 3. What reason(s) have been put by management?**
- 4. What is the timetable?**
- 5. What might the impact be upon students and staff?**

Answers to these questions enable us to communicate what are often complex and detailed negotiating situations in the following ways.

EXAMPLE

- University X has announced a cost-saving exercise aimed at cutting £35 million over two years.
- This could mean the loss of up to 700 jobs.
- Management has launched reviews in nine departments.

- Any cuts through these reviews are in addition to those made through the cost-saving exercise.
- University X is in good financial health with record applications last year, a position conceded by the management.
- If these cuts are allowed to go through unchallenged, we believe that staff, students and the university will all suffer:
 - hundreds of colleagues may lose their jobs
 - workloads for remaining staff will increase
 - the staff/student ratio will decrease..
- All of this will damage both the academic reputation of University X, not to mention the 'student experience', achieving the very reverse of what the management say they want.



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Communications



It is vitally important that members are kept informed during the balloting period. Because you will be living and breathing this campaign, it is all too easy for union activists who are involved in detailed, often difficult and complex negotiations to slip into the trap of thinking that ‘everyone knows what is going on and what the latest developments are’. This will often not be the case and it is vital that we carry our members with us at each stage. As such, email communications and members’ meetings should be a regular part of any GTVO campaign. Each communication should add something new – a different angle while still driving home the key message of ‘it is vital that you vote and vote yes in order to strengthen our negotiating position’.

TIMING	MESSAGE
Week 1 of ballot	Introducing and detailing the issue, make clear reasons for the ballot and urging YES vote
Week 2 of ballot	Updating on any latest developments, rebuffing any management propaganda, urging YES vote
Week 3 of ballot	Last chance to vote

Given our short ballot periods, there is often a good case for all-member messages in addition to those outlined above, every three days or so. This sounds excessive but if the messages are kept short then members should be encouraged to read them and they should be persuaded by our sound arguments. Where appropriate, the national campaigns team can be available to suggest any amends to your messages – some ‘distance’ can be helpful in a local ballot.

It is highly likely that the vice-chancellor/head of college will send out persuasive communications to all staff regarding the ‘absurdity of a ballot when we all know that education funding is in crisis and that we should be working together to consolidate the future of this university/college’. We need to be able to respond to such propaganda in a reasonable manner and not be distracted by it.

In addition to local emails from the branch officers it can be helpful to have messages from the general secretary sent out to your members. The emails from the general secretary can take a slightly different approach, can highlight specific issues, place your situation in the wider context and are often very likely to be read as they come from the email address of the general secretary. In previous GTVO campaigns we have generally sent a 'Gen Sec email' as the ballot opens and another mid to end of the ballot.

USING SOCIAL MEDIA

In addition to the traditional modes of contacting members and the public, social media such as blogging, Twitter, RSS news feeds, Facebook and online survey and petition services (surveymonkey, etc) have proved to be effective tools in many local UCU campaigns.

Campaigning on electronic media platforms maintains visibility and drip-feeds communications and news to fellow members, but crucially also to students and the public. A good online presence means you are able to counter misrepresentations of the union quickly, and maintain a high-profile series of clarifications for your actions. Social media is not simply about communicating on a message-by-message basis as we are used to thinking (emails) or of getting digests of our issues out in concentrated bursts (leaflets), but offers a way of maintaining a presence, a feed of information, and a coverage of activity sustained over a long time.

The hub of a good campaign can be a blog (web log), which is a website set up primarily to post news items or reflections on events. There are many free services that offer a simple to set up account, such as Wordpress or Blogger. These provide ready-made website themes to choose from, and are simple to set up and run. Posting a new message is as simple as filling in an email: you write the header and the body text and press 'submit' and the software produces the web page, url and links to it. There are simple options to add images, media or documents to download, which is as simple as adding an attachment to an email.

Twitter is a micro-blogging service that is another manner in which new blog content can be made available. You can connect your blog to a Twitter account using services such as twitterfeed, so that automatically on posting a blog, your twitter account posts the headline. Other twitter users opt to subscribe, or follow your account, and receive that headline however they use Twitter: on a desktop client, on their mobile phones or from the web. A Twitter account is defined by a name preceded by an @, so @ucu is UCU's account.

Facebook is a very useful forum for campaigning, though members should be careful of what they post in their own name. Group accounts are possible, but, as with all the above media, caution should be taken in making statements about your institution in such public fora. You can connect a Twitter account and a Facebook account, so that when you update your Twitter profile this automatically updates your Facebook profile. Profile updates, events, photos and media that Facebook

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users upload then form part of a *newsfeed* that all their *friends* see when they log in. You can set up events or protest groups on Facebook and invite friends to join them, and they can then invite others. This has proven to be a useful way of keeping in touch with students, and getting them to events. Crucially, also, campaign groups can send messages to the large groups of students who have signed up to UCU protest groups on Facebook, bypassing the problems one might face contacting students electronically on university systems.

KEY SOME JARGON EXPLAINED

url = uniform resource locator
Web address, to you and me.

html = hypertext markup language
The code behind web pages that your browser reads to present and format the information on the web page.

css = cascading style sheet
A set of instructions to your browser that gives a web site a theme, so that web authors don't need to define the style (font, layout, size of columns etc.) for each new page in a site that they author; the css does that work for them.

RSS = really simple syndication (or rich site summary)
A process used to publish frequently updated work such as blog entries or news headlines. These feeds permit web authors to communicate content automatically. RSS can be read in a web-based or desktop reader, as an email, or via a mobile phone app.

Twitter = a mini-blogging site that permits 280 character posts (or *tweets*) which are read by 'followers' who subscribe to them. Twitter can work like RSS in that it can automatically forward details of an update made on a blog site.

Twitterfeed = a service that facilitates the connection between Twitter and Facebook or a blog using RSS. Any new blog headline will be automatically sent as a *tweet* to Twitter followers and/or a status update on Facebook.

Facebook = a free social networking site that allows people to design public or private profiles that others (called friends) might be permitted to see and interact with. The site facilitates the easy uploading of images and video onto one's profile, messaging privately, publicly or in real-time, the creation of groups for shared interests or protest, and the creation of invitations to events in the real world.

ALL MEMBER EXAMPLE EMAIL – GTVO PREPARATION

Dear colleague

We are emailing to notify you our ballot for industrial action is due to open on X DATE. We are also emailing to ask that on receipt of your ballot, you to vote and to vote yes for (both) strike action (and action short of a strike).

YOUR BALLOT PAPER

A ballot paper will shortly be arriving to your preferred mailing address. If your preferred mail address is your workplace, please check your pigeonhole or your internal mail. If you have not received a ballot paper by X DATE (NB. it is good practice to allow 2-3 working days after the ballot has opened), please email your full details to our office immediately at EMAIL ADDRESS and we will do everything possible to ensure that you get a replacement paper.

WHY WE ARE SEEKING A YES VOTE

We have entered a dispute with the college/university because...
(BRIEFLY) insert ISSUE HERE.

We are committed to a negotiated solution and we are doing everything possible to achieve this. However, it is critically important that we are able to show management we are serious in defending members' jobs and defending education at our university.

A clear YES vote for (BOTH) strike action (and action short of a strike) will enable us to say to management that we have our members' support, demonstrate members' feeling and provide us with a full range of options, should we judge that talks are failing and we need to take action. A strong vote for strike action (and action short of a strike) does not mean that we have to take this/these action(s), but it does mean that we can take this/these action(s). We believe we have a responsibility to members to be the strongest union we can be and that's why we urge you to vote YES (to BOTH questions).

WHAT YOU CAN DO TO HELP

Your executive committee will need support from every member in delivering a strong ballot turn-out and yes vote(s). We are seeking volunteers to come forward now who for the two weeks of the ballot, can support out 'get the vote out' campaign.

This will involve speaking to members in your department, making sure they have received their ballot papers, keeping and reporting back data collection on localised turn-out to your appointed site contact. If you are willing to take on this small but crucial task for the two weeks of the balloting period, please email: CONTACT

Yours

X committee
X branch



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An effective GTVO plan



Further education college branches should be aware that the application of the methods below has primarily been tested and proven in the university sector where, for example, it is much more likely that staff have individual rooms. Our experience of running Get the Vote Out campaigns in further education colleges, where staff work in a different way, has led us to develop different tactical approaches and emphasis. For example, it is far more important to focus on communal areas such as staff rooms and access to buildings alongside phone banking rather than door knocking per se.



TASK 1

The membership should be broken down by: 1) geographical areas (sites if you work in a split site university or college); then divided into 2) sensibly sized areas which can be walked, for door-knocking purposes, by local reps or volunteers; and (3) departments.



TASK 2

The branch officers should immediately contact all members with a *GTVO preparation* email which provides an update of the dispute to date, sets out our key arguments and asks for volunteers to assist with door-knocking the identified geographical areas or departments.



At the same time, all current reps should be sent an email and asked to make an honest indication of whether they will be prepared to undertake this activity as a matter of urgency.



TASK 3

The various areas or departments should then be cross referenced against an identified list of reps or ballot volunteers, preferably on a basis that makes sense (departmental rep, geographical proximity, member of specific department). Where there are no reps/ballot volunteers an email should be sent to all members in those areas.



TASK 4

GTVO membership lists for each and every department should then produced and collated into Excel or similar format with the columns/cells listed below. (You should have access to this information as it will have been collated and sent to Civica Election Services (CES) for the purpose of your ballot: if you do not hold this information please contact your regional official or the campaigns team who will put you in touch with your UCU membership contact.)

- **UCU membership number**
- **Full name**
- **Department**
- **Building**
- **Phone number**
- **Room number**
- **Email address**
- **Voted?**
- **Notes**

The collation of phone number, email and room number will take time. It is a laborious task but it is essential in order to be able to run a GTVO campaign and to effectively assess voter turnout in specific areas, missing ballot papers etc. GTVO membership data lists should be completed with as much data as possible and circulated to the appropriate identified dep rep/ballot volunteers in advance of the ballot forms arriving, so that two days after the ballot opens (allowing time for ballot forms to arrive at your university/college and allowing for internal mail delivery systems), door knocking can begin.

For further education colleges, where staff rarely have individual work spaces but do use collective staff rooms, it is just as important to collect any information there may be relating to room numbers but especially phone numbers. Members may well not be happy about their union membership being revealed in front of their colleagues, so it is vital to be able to phone them.

IMMEDIATELY PRIOR TO BALLOT OPENING

Email all dep reps/ ballot volunteers thanking them for coming forward and calling them to a meeting to talk them through the data sheets in detail.

At the meeting explain that it is vital that they keep a precise record of all of their GTVO activity (hard copy notations are OK but it is preferable if volunteers can update the Excel spreadsheet for their own area/ department, otherwise there will be a big data inputting job for someone!) in order that at the end of the full Week 1 of the ballot, the data sheets can be collated by the GTVO co-ordinator, discussed at committee and a full assessment made as to where resources/extra support



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should be put in the final week/two weeks of balloting. If you have a three-week ballot period this collation of data should happen again at the end of Week 2 – and a reassessment of targeted resources should be made.

WHEN THE BALLOT OPENS

Two days after the ballot opens, each dep rep/ballot volunteer should begin approaching colleagues. Where it is not possible to speak to colleagues face-to-face, they should be phoned and, at the very least, a message left on their answerphones.

Dep reps/ballot volunteers should be asked to make a clear note of areas that have not been possible to access (card access etc) or are open plan areas: these should immediately be set aside into a 'phone-bank pile'. Phone banking lists should be followed up by your committee and shared out again amongst dep reps/ballot volunteers wherever possible. This should form part of your end of Week 1/2 assessment meeting as described above.

In further education colleges, or where staff work in common areas, the ballot team should be sensitive to the fact that not all members are happy for their union membership to be known to their colleagues. We have found that it is best to visit offices asking to leave a leaflet on every desk. Members often volunteer the information that they have voted and you can record this information. They may also help you with phone numbers for colleagues. But you should also aim to telephone every member and speak to them in person. Where there are common phones, a good idea can be to call and ask to speak to one member, then phone the same number later asking to speak another in the same office. This avoids the obvious impression that you are working through a list of union members' names.

GTVO TEMPLATE TIMETABLE



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Day 1	<ul style="list-style-type: none"> Ballot opens Team in place, all department/clusters identified and membership lists distributed
Day 2	<ul style="list-style-type: none"> All member email to go out urging YES vote Email to all reps reminding them to begin door-knocking Door-knocking by identified department reps/contacts begins
Day 3	<ul style="list-style-type: none"> Door-knocking continues
Day 4	<ul style="list-style-type: none"> Email letter from general secretary direct to members Door-knocking continues Ballot team meets to identify initial areas needing more support
Day 5	<ul style="list-style-type: none"> Door-knocking continues Request for rep returns by 12pm Friday
Day 6	<ul style="list-style-type: none"> President/chair all-member email reminding to vote and reminding re EGM Ballot team meeting to identify areas where extra support is needed
Day 7	<ul style="list-style-type: none"> EGM Door-knocking continues Possible national campaigns and organising team support begins
Day 8	<ul style="list-style-type: none"> Email letter from general secretary to members with urgent reminder Door-knocking continues Phone banking begins
Day 9	<ul style="list-style-type: none"> Door-knocking and phone banking
Day 10	<ul style="list-style-type: none"> Door-knocking and phone banking
Day 11	<ul style="list-style-type: none"> Last minute email to members: 'last chance to vote' Door-knocking and phone banking
Day 12	<ul style="list-style-type: none"> Last minute door-knocking and phone banking
Day 13	<ul style="list-style-type: none"> Ballot closes 12pm





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EMAIL TO ALL CURRENT DEP REPS PRE-BALLOT (GENERIC)

Dear Departmental rep/contact:

PLEASE READ: IMPORTANT INFO RE BALLOT

I am writing to you to ask for your help during our industrial action ballot. This ballot is absolutely vital for our campaign to defend jobs and education at _____ University/ College. We have offered a constructive and viable alternative to the university/college management. However, managers are so far refusing to adopt this alternative solution and refusing to rule out compulsory redundancies. That's what makes this ballot so important. We need to deliver a clear message that shows that members support the union.

I cannot emphasise enough how critical it is to achieve a big turnout in our ballot. Local and national experience shows overwhelmingly that personal contact makes a big difference in building a big turnout.

That's why we are asking all reps to help us during the ballot period. The ballot period runs from _____ to _____.

HOW YOU CAN HELP:

1. DOOR-KNOCKING

We will shortly be sending reps a full list of members in their area.

Each list will have names, phone numbers and two columns for recording the results of contact. You can see a mock up of what this will look like in the attached Word document.

On the first day of the ballot, we will be asking every rep to begin establishing contact with every member on their list. To help with this, we've provided a short guide to door-knocking at the bottom of this email.

When you have completed each 'contact', please fill in the boxes as per the mock-up. If you cannot establish face-to-face contact, please phone them.

2. REPORTING

The ballot coordinator and the UCU office will ask for email reports on progress throughout the ballot in order to highlight any areas that look problematic or need more support. This report should be a simple count as follows:

- Number of members in your department (this will be in the list sent to you)
- Number voting (those who state that they have voted)
- Number intending to vote (those who state that they will vote – for follow-up purposes)

3. RETURNS

On _____ we are asking that all reps return paper or electronic copies of their completed sheets to the UCU office where the ballot coordinating group will examine them and identify priority areas for the second week of the ballot.

4. IMPORTANT NOTE:

This work absolutely must be done, but we do recognise that not everyone will be comfortable with this task. If you feel that you cannot do this, please contact us immediately at [CONTACT DETAILS] to let us know so that we can identify someone else to take it on, for the duration of the ballot.

Please also approach colleagues within your department who may be able to help you as this will help spread the load, but remember to keep a single point of data collection.

A REP'S GUIDE TO DOOR-KNOCKING:

- Introduce yourself and say you are calling on behalf of UCU to make sure that members have received their ballot paper and to see if the members have any queries relating to the ballot.
- Don't worry if you don't know the answer to their question. Take a note of the query and their details, let them know that you will get back to them and pass all details on to the branch committee.
- If they haven't received a ballot form or have lost their ballot paper, take all their details and pass them on to [AGREED CONTACT]. We will do everything possible to try to get them another form from Civica Election Services.
- If they ask you to post their ballot, please tell them that you cannot legally do this. They need to post off their own ballot, and you can use the Royal Mail website to find the nearest mailbox or post office
- If they ask you how to vote, say that the union recommends that you vote YES to both questions (where applicable).
- You will of course receive the usual concerns re strike action/action short of a strike – particularly in relation to not wanting to hurt students. The key message to get across is that the union wants a negotiated solution but that it needs to show management it is serious, and a strong ballot is the best possible backing the negotiators can have.

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EMAIL TO DEP REPS/BALLOT VOLUNTEERS IMMEDIATELY PRIOR TO BALLOT OPENING (GENERIC)

Thank you for volunteering to help us with getting the vote out in our ballot. We would like to invite you to a meeting of our ballot team on _____.

In the meantime, however, the role we are asking you to help us with, for the duration of the ballot, is as follows:

Your ballot co-ordinator will shortly send you a list of members in your area who we need you to contact

Each list will have names, departments, phone numbers and two columns for recording the results of contact.

As of _____ we are asking you to visit every member on the list.

The aim of this is to establish whether the member has received their ballot paper, has voted, or to encourage them to vote and to establish whether there any problems (lost ballot paper, don't know the issue etc)

When you make contact - what you should say

- Introduce yourself and say you are calling on behalf of UCU to make sure that members have received their ballot paper and to see if the members have any queries relating to the ballot'.
- Don't worry if you don't know the answer to their question. Take a note of the query and their details, let them know that you will get back to them and pass all details on to the branch committee.
- If they haven't received a ballot form or have lost their ballot paper, take all their details and pass them on to [AGREED CONTACT]. We will do everything possible to try to get them another form from Civica Election Services.
- If they ask you to post their ballot, please tell them that you cannot legally do this. They need to post off their own ballot, and you can use the Royal Mail website to find the nearest mailbox or post office.
- If they ask you how to vote, say that the union recommends that you vote YES to both questions (where applicable).

It is generally the case that members do not appreciate being asked how they have voted. It's generally best to respect this, though do make a note of any indications you do get.

- You will of course receive the usual concerns re strike action/action short of a strike – particularly in relation to not wanting to hurt students. The key message to get across is that the union wants a negotiated solution but that it needs to show management it is serious and a strong ballot is the best possible backing the negotiators can have. Alert them to the fact that many ballots have forced management back into serious negotiations and that we really do believe that the best way to avoid having to take action is by having the best possible ballot mandate for our negotiators.

When you have completed a contact

When you have completed each contact, please fill in the boxes as per the form. If you find that upon a return visit you cannot make face-to-face contact, please phone them. If you know that within the areas you have agreed to cover there are large open plan offices you should set these aside for phone banking. You should aim to get your phone banking done at the same rate as the door-to-door contacting - ie by _____.

At the end of the first week of the ballot, your site ballot coordinator will ask you for your filled in form(s) to be returned. Please ensure you return this form to them by _____ at the very latest, so that we can highlight any areas that look problematic or need more support during the second week of the ballot.

IMPORTANT NOTE:

This work absolutely must be done, but we do recognise that not everyone will be comfortable with this task. If you feel that you cannot do this, please contact us immediately at [AGREED CONTACT] to let us know so that we can identify someone else to take it on, for the duration of the ballot.

A BRIEF GUIDE TO WHAT YOUR DEP REPS/BALLOT VOLUNTEERS COULD SAY(GENERIC)

Each door-knocker should open by introducing themselves (where necessary), saying that they are calling on behalf of UCU to make sure that members have received their ballot paper and to see if the members have any queries relating to the ballot.

- Don't worry if you don't know the answer to their question. Take a note of the query and their details, let them know that you will get back to them and pass all details on to the branch committee.
- If they haven't received a ballot form or have lost their ballot paper, take all their details and pass them on to your GTVO coordinator who will collate these details and pass them to the appropriate regional administrator on a daily basis. The data that will be needed in order to request a replacement ballot paper is: full name, work or home address (depending on where the majority of your members receive their ballot papers), membership number. UCU will do everything possible to try to get them another form from Civica Election Services.
- If they ask you to post their ballot, please tell them that you cannot legally do this. They need to post off their own ballot, and you can use the Royal Mail website to find the nearest mailbox or post office.
- If they ask you how to vote, say that the union recommends that you vote YES to (both) question(s) (where applicable).
- You will of course receive the usual concerns re strike action/action short of a strike – particularly in relation to not wanting to hurt students. The key message to get across is that the union wants a negotiated solution but that it needs to show management it is serious and a strong ballot is the best possible backing the negotiators can have.

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Posters, leaflets and stickers



During your GTVO campaign you can expect some help from the campaigns team with materials to raise the profile of your campaign at your university/college and get your key messages across to members, non-members and students (and management). During the course of a campaign we would usually supply you with the following:



- **VOTE YES two-sided flyer** VOTE YES plus key headlines on side one, with more details of the dispute and action points on side two; size A5 (210x148mm/ 8.3x5.8ins).



- **VOTE YES single-sided poster** VOTE YES plus key headlines; size A4 (297x210mm/11.6x8.3ins).



- **Stickers** These can be supplied as generic designs or produced to support your specific institution/campaign.

In order for us to assist you with producing materials for your campaign we will require the information as covered in Factsheet 3, Distilling the issue.

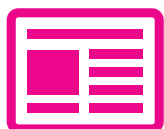
Please make sure that you plan well ahead for these materials as ideally they should be with you and up around your university/college immediately after the notification of the ballot has been received by your employer and prior to your ballot opening. This will massively assist in raising membership awareness of the campaign.



You should also ensure that you request enough copies for your dep reps/ballot volunteers to take around the campus during the GTVO campaign and – importantly – put them under the doors of those who are not in during door-knocking.



Many members feel comfortable putting flyers on their doors and should be encouraged to do so: not only does it raise the profile of the campaign, it also gives encouragement to those members who are feeling vulnerable.



An 8-point plan to Get the Vote Out in your ballot

