



The ***Freedom to Organize Campaign*** combines an intensive new organizing push in all UE Regions with a union-wide effort to press Congress to pass the Employee Free Choice Act (EFCA) to make organizing easier and safer. Responding to workers' needs for justice on the job, we are mobilizing our union nationwide to bring a real voice at work to thousands of unorganized workers. It's a job that we hope will be made a bit easier when the right to organize is at least partially restored by Congress.

## **Campaign Goals:**

- Engage More UE Members in Building UE
- Initiate New Organizing Campaigns in All UE Regions
- Promote Passage of Employee Free Choice Act (EFCA)
- Reach Thousands of Unorganized Workers

## **Rank-and-File Involvement:**

Membership involvement is the driving force of this campaign. Members will be asked to mobilize for nationwide action weeks in March and June and to play a variety of other roles:

- Organizing the Unorganized as a Regional Organizing Council (ROC) Activist
- Distributing Fliers to Educate Members on EFCA, Organizing and the Economy
- Surveying Members and Friends to Identify Workplaces that UE Should Organize
- Circulating Post Cards and Petitions and Visiting Lawmakers to Promote EFCA
- Maintaining Contacts with Unorganized Workers via Mail, Phone and Email

We will favor organizing targets of size (100 or more workers) in UE base areas and target private-sector workplaces in both the manufacturing and service sectors.

## **Education Component:**

The roots of the US economic crisis can be traced directly to the decline in union membership and the simultaneous decline in the earnings and purchasing power of the American worker. Enacting the Employee Free Choice Act to revive organizing and restore union strength is crucial to an economic recovery that bails out working people, not just the banks and the corporations. Education materials, including a short slide show to be shown at UE meetings and made available on our web site, will be used to explain UE's economic analysis and recruit activists for the Freedom to Organize Campaign.