



Leaders & Activists in Your E-Dues Campaign



AMERICAN FEDERATION OF GOVERNMENT EMPLOYEES, AFL-CIO





In your campaign to convert every member to E-Dues, you need to identify your leaders and activists, and task them accordingly.



Leaders are any member who has followers. Workers who are trusted, have influence, and can lead coworkers may be activists, or they may not. Leaders are the most important component of a campaign, because their opinions alone can move other workers to take action—in this case, to convert and get more active in their union.

Activists are individuals who are willing to put in the effort and take action in support of a cause. They may be leaders, they may not, but they are members who are committed to their Union and willing to do work to help grow our power. Activists are easy to recruit—all they need are tasks, acknowledgment, and follow-up, and they are eager to help build their union.

How to Recruit Leaders:

- 1 Acknowledge:** Leaders are chosen by their coworkers. Let them know their coworkers have made it clear that they see this person as a leader and that they will follow.
- 2 Explain:** The strength of the organization depends on the level of commitment and involvement of leaders like them. Explain the role and responsibilities of committee and leaders in the conversion campaign. The administration wants to take away our jobs, and we need to convert our members to stay in the fight and stay employed.

Describe role and responsibility in a way that is accessible—talking with workers in the department; providing them with information about the union, helping other workers demonstrate their convert and, of course, openly supporting union.
- 3 Commit:** Explain that others have stepped up to challenge and more will follow. If you have another leader with you in this conversation, it may make it easier. Make it clear that there is no substitute for the leadership role this leader plays. Make it clear that there are consequences should leaders decide not to step up. The likely consequence is that they would not be able to build their union and solve their problems.
- 4 Close the deal.** Get a solid commitment from the leader. Give an assignment and set time and place for follow-up.



How to Work with Leaders and Activists

- 1 Leaders move workers in their groups; task them to convert.
- 2 Activists can do the work of sharing information, mapping, coordinating, and contacting workers who do not have an active leader.
- 3 Leaders are even more important when we have to maintain momentum to convert our membership and beat back attacks to abolish our jobs.

