

**ORDER FORM FOR AFGE BENEFITS MATERIALS**

Please complete the following: (A reasonable amount of materials will be sent to you or your Local depending on the information you provide to us. Materials are shipped at no charge. Additional quantities are available when your supply of organizing and benefit materials are exhausted.)

No. of Members? \_\_\_\_\_ No. represented? \_\_\_\_\_ No. targeted? \_\_\_\_\_  
(no charge for reasonable requests)

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Time Phone: \_\_\_\_\_

Please send or fax your request to:

AFGE Membership & Organization Department  
80 F STREET, NW  
WASHINGTON, DC 20001  
1-888-844-2343 \* FAX 202-639-6451  
[www.afge.org](http://www.afge.org)

Please allow 4 weeks for delivery whenever possible.



# HOW TO DO A UNION FAIR

The idea of the Union Fair came about as a result of AFGE's participation at agency health fairs in the past. We observed that the health carrier giving away anything free always had lots of attention. With this concept in mind, the Union Fair was developed.

## The Union Fair in Five Easy Steps

- 1** Chose a location that provides good visibility and easy access for employees. (The base theater, recreation hall, or federal plaza/rotunda have been found to be successful.)
- 2** Assemble a volunteer committee to work out the logistics. (Usually members of the organizing committee would make the best workgroup.)
- 3** Establish a budget for giveaway items. (The Membership and Organization Department can provide AFGE balloons and flyers free of charge, but helium, popcorn and drinks will cost you.)
- 4** Contact the appropriate management officials for permission to use space, electricity, tables, chairs, public address system, and/or other agency equipment. (Generally the facilities manager can be of help in securing these items.)
- 5** Publicize the event as early and as often as possible.

Remember, tables should be decorated with festive AFGE or Union Yes banners or towels, and clothed with brightly colored table skirts. The idea is to make the fair lively and fun, while increasing union visibility at the same time, so don't forget to wear your AFGE hat, tee shirt, jacket or button while you are there.

You should utilize no fewer than five tables, each featuring information about a different facet of our union. Literature is a big part of what the Union Fair is all about, so this is a great opportunity to dust off all those flyers and newsletters you're stockpiling in the union office and get them into the hands of workers where they belong.

A drawing card to bring people out will also help make your fair a success. By inviting District and National Office staff, local congressional representatives or community leaders, you can increase the numbers of people likely to attend the Union Fair. Holding an onsite raffle will also bring people to the event. Entertainment is not out of the question either. You would be surprised at how much talent we have among our own rank and file. Dance companies, vocalists, musicians, clowns and many others can be found in almost any agency or activity. In many cases, they are honored just to be asked.

Planning is the key when it comes to holding a successful Union Fair. While a lot of hard work is involved, the rewards will be evident long after the Fair has left town.

# CHECK-OFF SHEET FOR LUNCH & LEARN MEETING PREPARATION

Steward in charge: \_\_\_\_\_

Phone No. \_\_\_\_\_

Area: \_\_\_\_\_

Meeting Date: \_\_\_\_\_

## I. Planning Phase (Planning meeting with steward)

Target area: \_\_\_\_\_

Decide issue: \_\_\_\_\_

Decide on speaker and/or video: \_\_\_\_\_

Develop flyer and/or posters: \_\_\_\_\_

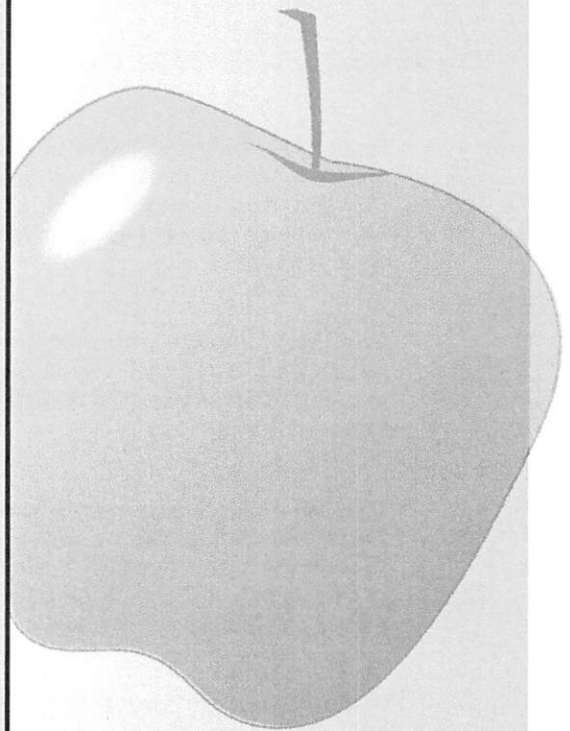
Decide on location/room for meeting: \_\_\_\_\_

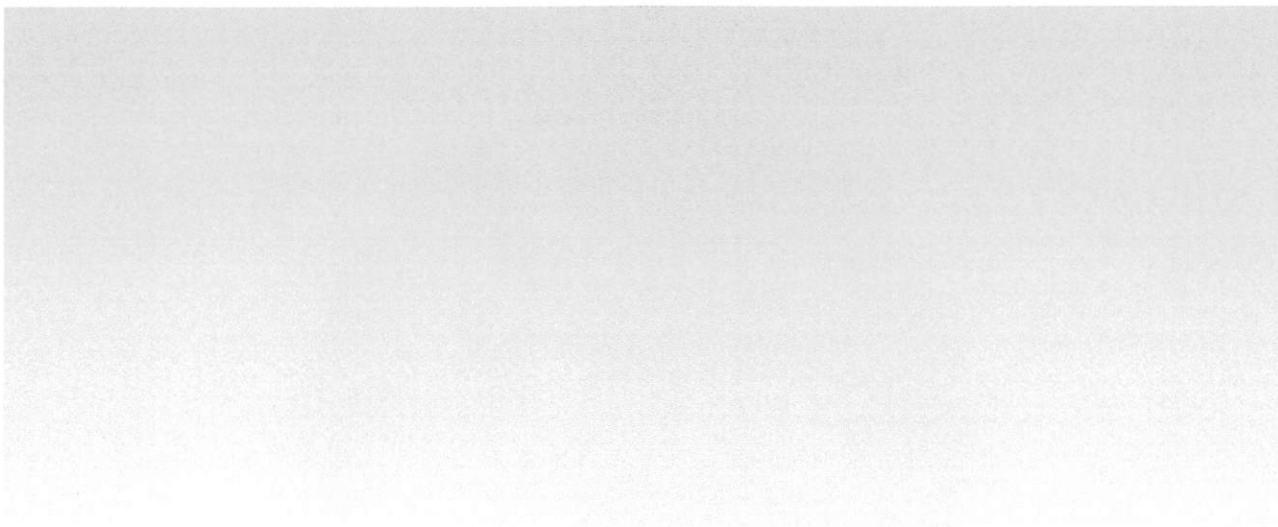
Decide on food: \_\_\_\_\_

(box chicken works best; 6-foot subs are also a good idea)

## II. Implementation Phase

Activity	Person Responsible
Order food (48 hours in advance):	_____
Buy needed supplies (sodas, etc.):	_____
Line up speakers or arrange for video/audio equipment:	_____
Secure room 2 weeks in advance and confirm two days before meeting:	_____
Develop flyer and make copies:	_____
Distribute flyers (desk drops and/or one-on-one contact two days before luncheon):	_____
One-on-one the day before to count those planning to attend:	_____
Pick up food:	_____
Bring sodas:	_____
Set up:	_____
Bring materials, pens, and incentives (place on tables):	_____





NOTES



## Follow-Up

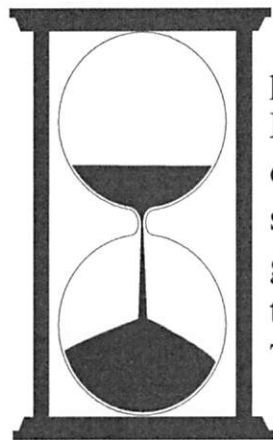
Well, after you have recovered from counting all your new membership applications and volunteer cards, you will need to make sure those new members feel welcome. Someone should be assigned to let new members or volunteer activists know when the Locals holds its regular membership meetings, who their area steward is and how they can get involved. That's right! Find out what

they like to do and put them to work as part of the Union team right away. Explain the steward system and the numerous committees -- health and safety, organizing, PAC, legislative, communications -- on which they can choose to serve to "make their dues dollars work for them."

Who knows, maybe one of your new members might want to get involved in hosting the next Lunch & Learn!



## Who Should Do the Actual Presentation?



Whenever possible, the Local President or other officer of the Local should welcome the group and introduce the featured speaker. That speaker -- perhaps a National Representative or

Local legislative rep (depending on the issue) -- should then address the topic publicized on the invitation or announcement flyer. The featured speaker should be well prepared to discuss the issue and should speak no longer than ten minutes. This will give the final speaker -- "the closer" -- an opportunity to make a pitch for new members and/or volunteers.

Remember, your goals are to inform and recruit. This means that the person who closes the presentation (usually a member of the Local Organizing Committee) must have enough time to announce any special incentives the Local is giving for new members (such as an AFGE coffee mug, cap or cash rebate) and solicit membership.

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### *Good Topics for Lunch & Learns Are:*

- *NSPS (National Security Personnel System)*
- *A-76 Competition*
- *Adequate Staffing and/or Training*
- *Reorganizations*
- *Health or Safety Concerns*

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### **Do I Have To Take A Public Speaking Course To Participate As A Lunch & Learn Speaker?**

No way! Nearly every Local steward and officer is an expert of sorts on workplace issues. All you really have to have is a strong sense of Union pride to be a good Lunch & Learn speaker; however, if you want to spruce up your Lunch & Learn presentation. Contact your District NVP and inquire about the AFGE Organizing Institute.

## Sound Easy, But Exactly What Must Be Done?

### *Planning:*

Planning the Lunch & Learn is the most important aspect of the event. This is the time that the Organizing Committee decides who is to do what and when tasks are to be completed (see L&L Check-off sheet on page 8).

Each person should be responsible for a specific task. For instance, one person should be responsible for selecting the room and getting the invitations or notices printed and distributed. Another should order the food, utensils and table decorations. Still another should order drinks and ice. Also, someone should be in charge of the literature table and make sure that the membership applications, volunteer cards and ball-point pens are available. If a DVD is to be shown, someone should make sure the laptop and screen are available, set up and ready to go at the touch of a button.

### *Logistics:*

Logistics -- such as getting the word out to co-workers in plenty of time -- is the next hurdle. Desk drops, word of mouth, the Union bulletin board or an announcement in your Local newsletter or on the Local website are some good ways to alert workers that the Local is

hosting a Lunch & Learn.

Announcement flyers should be simple, stating the issue for discussion, the date, time and place, as well as any special interest speakers. Flyers should be easy to understand and visually appealing. Try using colored paper or computerized graphics to dress it up.

### *Luncheon:*

If the first two steps are undertaken carefully, the Luncheon itself takes on a festive air. The food is there on time. The table is full of goodies (buttons, lanyards, coffee mugs) and the boombox is playing our song -- "AFGE and ME." The people are coming in to enjoy their Lunch & Learn more about the topic the Union has publicized. It is important that someone serve as a host to greet the employees as they come in. This may be the first time many of them will have direct contact with the Union, so the greeter must be friendly and helpful.

The literature table should be properly stocked and staffed to answer questions and sign up new members. Some Locals use sign-in sheets to pre-identify members from potential members. Remember, many of your guests only have a short time (usually no more than 30 minutes) for lunch, so start your program as soon as everyone is seated.

One of the best ways to determine which issues are important is to hold a worksite meeting. These meetings can be useful in internal organizing because they give employees the opportunity to hear what the union is doing and to tell the union what they want it to do. Workers appreciate the fact that someone is providing them with credible information and asking for their opinion. In addition, these meetings provide an excellent, non-threatening opportunity for contact between the Local union activists and the workforce.

### When Would Be The Best Time To Hold Such A Meeting?



Experience has taught us that holding issue-organizing meetings during the lunch and/or break periods produce the best results. Workers usually have family or other personal commitments after business hours that make it difficult for them to hang around for a union meeting. By holding the meeting during a scheduled break or lunch period,

workers are more likely to attend -- especially if we provide a snack or beverage! Hence, the term "Lunch & Learn."

### How Can I Be Sure My Lunch & Learn Is Successful?

AFGE's Lunch & Learn program has a proven track record. Each Local fine tunes the concept to meet its needs, but the basic how-to is the same.

The Organizing Committee should be assigned to target an area or shift for the Lunch & Learn and be responsible for seeing to it that all four steps are followed.

***There are four keys to holding a successful Lunch & Learn:***

***Planning***

***Logistics***

***Luncheon***

***Follow-Up***




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## Good Potential Committee Members Are:

- **People who self-select**
- **People who work in high visibility areas**
- **People who are positive, outgoing, and respected by the workforce**
- **People who exhibit good work habits**
- **People who are self-motivated**
- **People who work well on a team**
- **People who like to have fun**

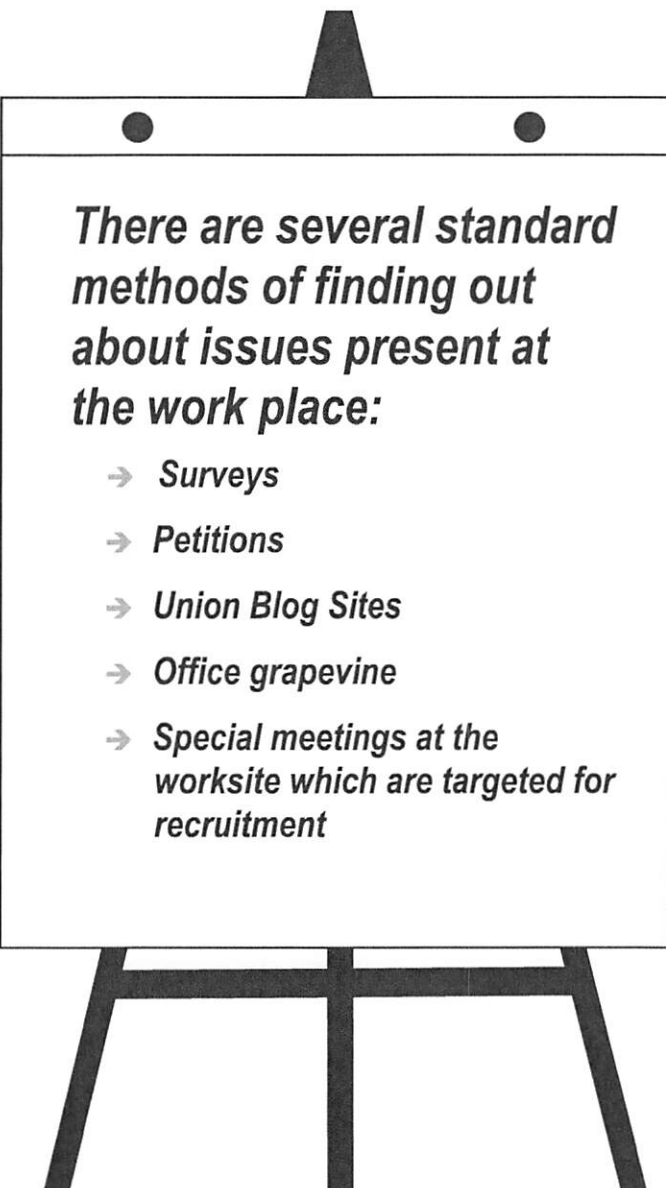
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## Okay. So I Have Set Up A Committee, How Do We Identify the Issues?

As a leader, it is your job to know what your people want. Sometimes the issues seem obvious, like pay or contracting out. At other times, they are not so clear.

Because our goal is to increase membership, we must also ask potential members what they think and want. To find out what the workers want and think, is to determine in which direction the Local should be moving.



***There are several standard methods of finding out about issues present at the work place:***

- ➔ *Surveys*
- ➔ *Petitions*
- ➔ *Union Blog Sites*
- ➔ *Office grapevine*
- ➔ *Special meetings at the worksite which are targeted for recruitment*

Remember, unless you have a very small Local, the Membership Committee needs to consist of more than just a handful of stewards and officers. This is necessary because of the many functions that the Committee performs

***The ideal Membership Committee should have representatives from all:***

***Departments***

***Racial/Ethnic/Gender Groups***

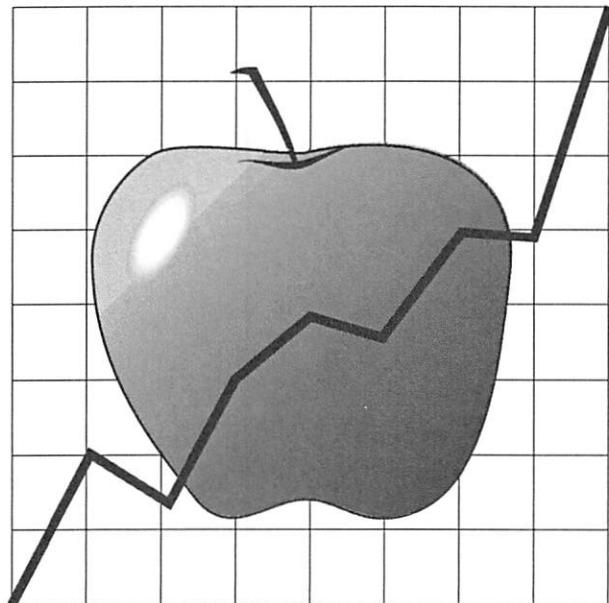
***Shifts***

***Various Age Groups***

***Key Jobs/Trades***

The more representative the Membership Committee is, the better your chances of having an ongoing and successful recruiting and mobilizing component within the Local.

## MEMBERSHIP RECRUITMENT



### **How Do We Identify Good Recruiters To Serve On The Membership Committee?**

There is an old saying among organizers that "you can't organize from the outside in -- you must organize from within the workplace out."

While a National Organizer or National Representative might assist you in the development of a membership recruitment program for your Local, no "outside" help can replace the experience and familiarity of the "insiders" who work at the agency or installation every day.

## What Is Issue Organizing?

Everything the Union does involves an issue about which someone cares. These issues are the reason that people will want a union and they are the reason why people will join. Everyone cares about something — job security, retirement, child care, or health care. Once we identify that something and do follow-up on that issue, the Union becomes important to that person.

Issue Organizing is a systematic way to turn the business of your Local into on-going recruitment for members. It is a way of getting the job of representation done and at the same time building a larger, more active and better-informed Local.

## Why Is Issue Organizing Different from Other Types of Recruitment?

All Issue Organizing breaks down into four elements. You must complete all four if you are to succeed. These elements are:

1. Get the issue straight from the workers.
2. Involve and inform them in the solution.

3. Recruit around the issue.
4. Engage the workers in some sort of direct action, such as writing letters to Congress, circulating petitions or volunteering to help resolve issues.

## Sounds Great, But Who Is Supposed To Do All That Extra Work?

Once your Local has recognized the need to increase membership, it should establish a committee of officers, stewards and members to plan and complete the initial groundwork before the Issue Organizing drive begins. This is the Membership Committee, and it will serve as the backbone of your recruitment efforts.





## APPENDICES

Appendix I: Volunteer Card

Appendix II: What's in Your Wallet Flyer

# TABLE OF CONTENTS

What Is Issue Organizing . . . . .	1
Why Is Issue Organizing Different From Other Types of Recruiting? . . . . .	1
Sounds Great, But Who Is Supposed To Do All That Extra Work? . . . . .	1
How Do We Identify Good Recruiters To Serve On The Membership Committee? . . . . .	2
Okay, So I've Set Up A Committee, How Do We Identify The Issues? . . . . .	3
When Would Be The Best Time To Hold Such a Meeting? . . . . .	4
How Can I Be Sure My Learn & Learn Is Successful? . . . . .	4
Sounds Easy, But Exactly What Must Be Done? . . . . .	5
Who Should Do The Actual Presentation? . . . . .	6
Do We Have To Take A Public Speaking Course To Participate As A Lunch & Learn Speaker? . . . . .	6
What Is Involved In The Follow-Up Phase? . . . . .	7
Appendices . . . . .	8



**ISSUE ORGANIZING  
USING THE LUNCH & LEARN TECHNIQUE**

**QUESTIONS AND ANSWERS  
ABOUT AFGE'S HIGHLY SUCCESSFUL  
LUNCH & LEARN PROGRAM**

November 2007

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Membership and Organization Department  
80 F Street, NW  
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[www.afge.org](http://www.afge.org)

# Questions and Answers About AFGE's Highly Successful Lunch & Learn Program

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Department of Membership and Organization

