How we talk to members about the benefits of the right to collectively bargain and act with mutual aid and protection under the law

Think about the specifics of what your Union has won and what the Union hopes to win.

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| What are 3 things that the boss will come after if the Union becomes or is perceived as weakened? |
| What are the 3 things that the Union could gain if the Union becomes stronger and more engaged? (For example: Things we have always wanted to get into the CBA but couldn’t get, or something new that we need now post Janus or post 3% cost shift.) |

How do we talk about the benefits of the Union? Both positive and negative reinforcement approaches can motivate.

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| When and how do we use fear about the potential of weakness our Union could experience if we lose membership? |
| When and how do we use hope/aspiration for what we could achieve when we grow in size or strength and when we engage hearts and minds? |

What will go in your BAG for members?

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| **Benefits**  What are some contractual benefits that have been invaluable to members? | **Accomplishments**  What are examples of things the Union fought for and won? [Think about examples where it took collective action or group effort to make happen.] | **Goals**  What are some things that are still left to accomplish and that could use that member’s or prospect’s help to make happen? |