

The UFCW's membership is made up of people from every background and walk of life. Our challenge is to tap into the rich experiences, skills, and passions of the workers throughout all of our regions and industries, find the common bonds that unite us, and inspire and challenge our members to rise above our differences so we can truly overcome any obstacles in our path and build a better future.



Engaging members is just the first step. A deliberate approach to training, supporting and tracking their involvement is key to building and maintaining vibrant unions over time.

Additional ideas:

Training Members

- Member trainings are scheduled in advance, publicized well and offered regularly.
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- Trainings are designed to help prepare members for a variety of roles within our union.
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- Staff and member leaders have access to “train-the-trainer” sessions where they can gain the necessary skills and tools to lead trainings with members.
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- Members are consulted as to what they'd like training in and what would be most useful in terms of training, design and resources.
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- Trainings include a built-in evaluation (verbal and/or written) so that they can be improved upon in the future.
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- Trainings include concrete action steps that participants are expected to take following the training.
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- Staff follows up on action steps according to the schedule announced at the training (i.e. if everyone at the training agreed to have conversations with four of their co-workers within the next two weeks, then right after two weeks, the training participant would be asked how this went).
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- Member's needs are taken into consideration when planning trainings including language, childcare, and transportation concerns.

UFCW ACTIVIST: MEMBER ACTIVISM CHECKLIST

Supporting Members

There are regular de-briefs with members about how their union work is going and what support they need.
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Mentoring programs are offered where members can learn from each other as well as staff.
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Members are asked about their interests and skills and given an opportunity to utilize these within their union.
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To the extent possible, members are included in the “big picture”/ strategy of campaigns and our union’s direction.
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Members who want to learn more/ take on new roles within our union are provided with the knowledge/ background to make this possible.
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Barriers to participation— such as childcare or translations at meetings and coordinating ride sharing— are researched and considered.

Tracking Members

Information on which members attend trainings, rallies, meetings and other events, their participation is tracked with a searchable system at the local.
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Staff and member leaders have a way to convey appropriate updates and also to remind them of potential activists— people who might want to be more involved.
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Members’ accomplishments (through worksite activity, community campaigns, etc) are recognized and publicized.

Additional ideas:

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