

Step 1: Introduction	This is a quick introduction to grab their attention, unless of course you already know the person.	Hi, I'm _____ and I'm a member of Local ##.
Step 2: Get the Story	Find out what your co-worker cares about. Why is this important? If we don't know what our co-workers care about it's hard to move them to action. This is the most critical step. If we assume pensions are their biggest concern, but they really don't care about that, it's hard to move them. People take action when it's something they care about.	When you think our wages and benefits what are you most afraid we could lose? How do you feel about politics? How do you think politics impact the work we do every day?
Step 3: Share the Union Vision	This is where we show how things can become better by building our union. It's important to get our co-worker's story so when we share the vision, we're articulating a vision of how to change something they care about.	Example: I know you're worried about your job being outsourced and it's a concern for many of us. But our union can fight back against contracting out union work. By supporting and electing a pro-worker school board we can prevent that from happening. We use PEOPLE dollars to help elect those candidates so they'll support us and other working families when the Superintendent raises this issue again.
Step 4: Assess and Move to Action	This is where we make our ask. We want them to contribute to the PEOPLE PAC. This is not an apologetic ask. We want them to contribute and we want it to be at the MVP level..	Will you join us in electing pro-worker candidates and make sure we fight legislation that harms working people?
Step 5: Inoculation	Warn about attacks to come against us and our livelihood - This is where we give the information about what attacks we face, what the fight is, who the elected officials or what legislation could be damaging to us.	Legislators who oppose unions want to pass laws that weaken our ability to bargain; privatize our work; and cut jobs.

Advantages of one-on-one communication:

- Most people will not join or become active in the union unless they are asked in person.
- Talking one-on-one provides an opportunity to get feedback, answer questions, and hear what people are thinking about.
- Personal relationships build union membership, solidarity, strength, and power!