



# Organizing Conversation Guide

## INTRODUCTION/ GETTING IN THE DOOR

- › Who you are: “Hi, I’m \_\_\_\_\_.”
- › You are a union member with the AFM/ their union
- › Why you want to talk to them.
- › Be prepared for objections, but express urgency and keep asking questions to see if they will engage

**TRANSITION :**  
Get them talking about their work

## GETTING THE STORY

- › Open-ended, fact-based questions
- › Follow-up and dig deep: “How does that make you feel?” “How does that affect the rest of your life?”
- › Start a power analysis: “Who decides?”

**TRANSITION QUESTION:**  
“Are you ready to do something to make a change?”  
“Have you thought about how organizing a union could make a difference?”

## VISION OF THE UNION/EDUCATION

- › Connect their issues to collective action
- › The union is US! We decide!
- › Share a story of musicians winning change

**TRANSITION QUESTION:**  
“What do you think your boss will do when you and your coworkers start working to form a union?”

## INOCULATION/ THE BOSS’S CAMPAIGN

- › Union is a 3rd Party
- › No Control – Union will tell you what to do
- › No power – Union can’t guarantee you anything
- › Money – Union only wants your dues
- › Remind the worker of their issues and that we can win together

**TRANSITION QUESTION:**  
“Are you ready to stand with your coworkers and work to form a union?”

## ASSESS/AGITATE/ MOVE TO ACTION

- › Frame the choice clearly: You can continue to accept the issues we’ve talked about or you can act together with your co-workers to make change
- › Wait in silence – make the worker make a choice
- › Have a specific action they can take
- › Set a follow-up plan