

MEE + 10

A GUIDE FOR UCU MEMBERS, REPS AND BRANCHES

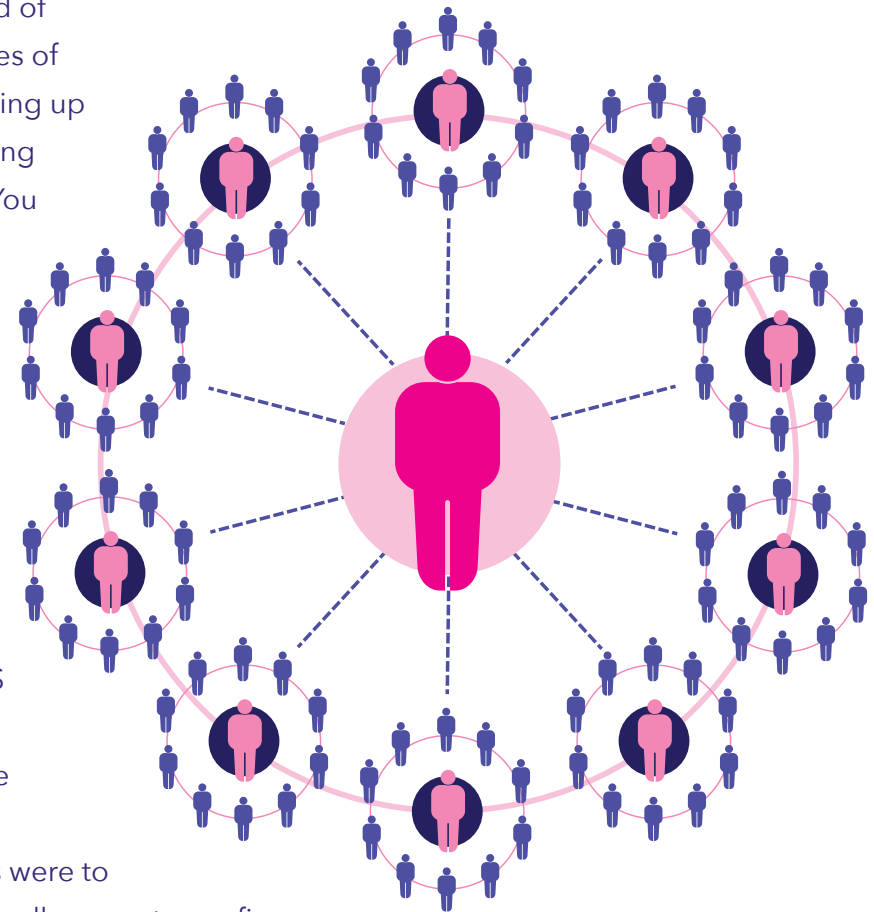


Winning a ballot requires a combination of a central campaign led by HQ with social media, comms, UCU live events etc and a strong workplace organising strategy. Both are vital and one is no more important than the other.

This guide offers you a methodology for organising in your workplace entitled **ME+10**. Any member of the union can utilise these methods and if successful this will help ensure that you reach the turnout threshold and grow your branch to ensure maximum leverage. **ME+10** should be implemented alongside and in tandem with your branch's existing voter mobilization, social media and communications strategies.

What is **ME+10**?

ME+10 is a method of confirming the votes of members and signing up non-members during the ballot period. You work alongside your colleagues every day. You are better placed than anyone to understand their circumstances, allay their concerns and set out why voting YES is so important. It starts from a simple premise - that if each of our members were to contact 10 of their colleagues to confirm their votes or sign them up and then if each of those were to do the same for 10 of their colleagues, that we would cover the whole union in no time and build our membership.



AIMS OF ME+10

- Focus on workplace organising.
- Maximise worker to worker conversations.
- Engage new activists and members.
- Ensure every member (and potential member) is contacted face to face at workplace level and encouraged to vote.

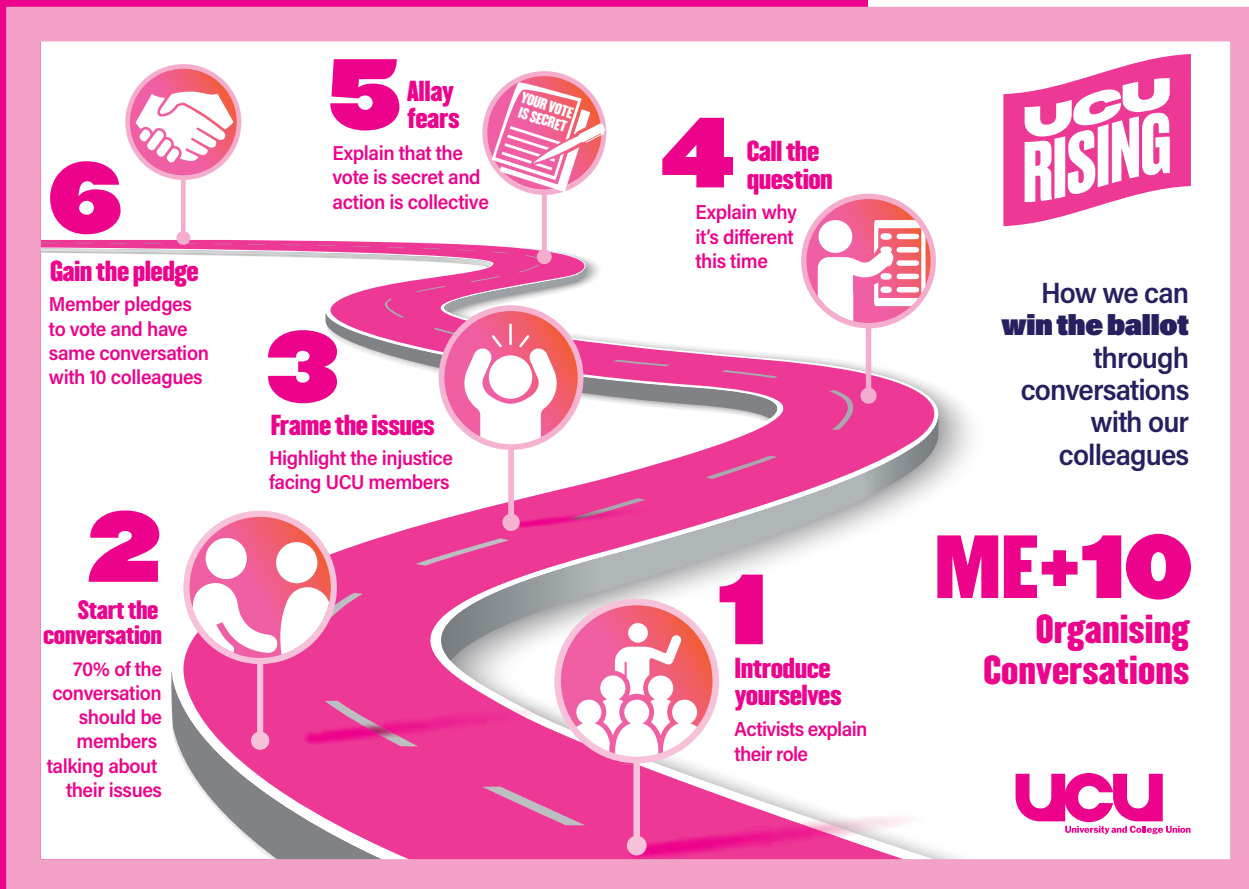
Organising conversations

It is important that when you are talking to your colleagues that you are doing so in a way that finds out their issues and concerns, presents industrial action as the best solution, and gives a clear call to action for them to go vote YES in the ballot. There is not a one-size-fits-all script for every conversation you will have but there are some core principals that can be followed for a successful organising conversation. **We need our organising conversations to:**

- **Frame the injustice** (based on member views) to build anger
- **Frame how the situation could be improved** to build hope
- **Secure a commitment to vote** with a clear call to action

Ten steps for a successful ME+10 conversation

- 1. Step One - Introduction** Introduce yourself and explain who you are and why you are contacting them.
- 2. Step Two - Conversation** Draw out your colleagues' issues at work, as well as any concerns that they have over the union or ballot. The key is to encourage the member to do the bulk (70%) of the talking in the conversation. Use questions like 'What are the key issues facing UCU members at this university?', 'What are you most worried about in your employment?', 'What two things would you change about your employment here?'
- 3. Step Three - Framing** Using the issues raised by the member, frame the injustice facing UCU members. Use the information which you can find on the website and in the written materials for your dispute.



4. Step Four - Call the Question Explain how the only way to resolve the issues is to **vote YES** in the ballot. Explain the range of options that could come from a large **YES vote** in your dispute - more leverage in negotiations, an improved offer from the employer or simply a more powerful union when we take industrial action.

5. Step Five - Inoculate Ask what might happen if people vote yes and what the dangers facing members are. This is important to allay fears. Explain how the vote is secret, action will be collective and how the UCU Fighting Fund and any local hardship fund are run.

6. Step Six - Pledge Ask the member to pledge to vote as soon as possible and follow up with them to check that they have. If they are a non-member ask them to sign up to the union. Once you have received their pledge you can also ask them to have the same conversation with ten more of their own colleagues and give them a copy of this guide.

COMPLETED? LET US KNOW! Congratulations on ensuring that 10 of your colleagues have voted. You have done a brilliant job in building the strength of the union and making your ballot a success. If we can replicate what you have achieved across the entire union then we can ensure that we smash the turnout threshold in every ballot. Please let us know that you have completed the challenge on social media using **#MePlus10**. Let your local branch know as well and you will receive an exclusive badge.