



# BUILD THE UNION

## Me + 10

# Me + 10

## **A guide to asking members to speak to 10 colleagues about joining UCU**

Finding a network of members willing to speak to 10 colleagues has proved a very successful way to communicate with colleagues.

Here is a brief guide to how you can use this method to recruit your colleagues. Ideally you will find enough members so that no one has too many colleagues to ring or speak to.

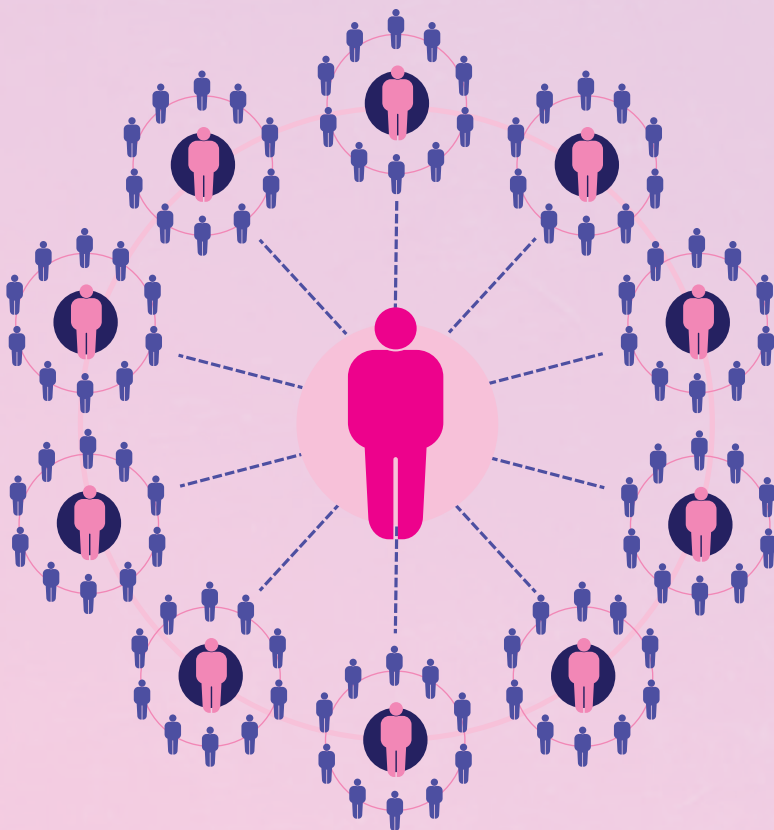
### **To find members willing to help:**

- hold a meeting(s) and ask those who attend
- email all members
- speak to members (by phone or in person) individually and ask them.

### **Key points to make when asking for volunteers:**

- Members talking to colleagues is a very effective way to recruit.
- The more members we have the more we can achieve.
- Explain that they will be asked to speak to 10 colleagues in person or phone. They will receive a list and a brief guide as to what to say. They need to contact the staff members until they have spoken to them.

# BUILD THE



- Ask volunteers to make a note of results of conversations and report back to the rep to record on the spreadsheet listing everyone that is being contacted.
- If they are speaking to colleagues in person provide them with leaflets or a newsletter
- They don't need all the answers – they can always ask a UCU rep and get back to the potential member.

# UNION

# Me + 10

**A branch committee member, who updates a spreadsheet listing staff to be contacted (you might need reps or members with local knowledge to provide lists of potential members) will:**

- Divide up the list into 10 members of staff. The volunteer may prefer to speak to either 10 staff members in their area or in a different area.
- If you don't have lists of non-members ask the volunteer to contact 10 colleagues and let you know who they speak to.
- Send the list out to volunteers along with a link to a guide to recruitment conversations.
- Follow up volunteers if you don't hear from them.

## **RESOURCES**

**Ensure you follow data protection guidance. See Organising under GDPR**

**Use the range of resources on the Build The Union webpages UCU - Build the Union Month including the following guides:**

- Recruitment Conversations - useful for speaking to 10 colleagues.
- Mapping – list where members and non-members work.
- Branch newsletter template – localise, print and hand out.



[www.ucu.org.uk/join](http://www.ucu.org.uk/join)

# BUILD THE