

Bradford College UCU beat the Tory law twice in the last year. We are one of the biggest FE branches in the country with well over 300 members. How did we beat it?

We

1. Made sure we had a team of reps and activists focused on this campaign.
2. Split up a list of member names and gave each activist a list of targets and had one or two people managing a master spreadsheet so they can keep track of who's voted (data-fiends are good for this job!).
3. Collected any UCU ballots left in the post room/pigeon holes and delivered them directly to the members and offered to post ballots making it as easy as possible for busy teachers!
4. Social media and emailing - regularly shared pictures and reasons why we are voting.
5. Don't underestimate old fashioned printed regular newsletters/leaflets these tell people updates on the campaigns and reminds people why they are being balloted.
6. Make UCU and the pay campaign visible and as all through the ballot, in conversations, in corridors, visit offices, hold general meetings, have lunch time stalls and protests don't stop talking about it all through the ballot! Don't give up!