

You can't use the following words: The union (or union at all), we, us, our, or I.

- **Bad** = “Thank you.”
- **Better** = Look at this amazing turn out. You make things happen! Nothing can stop you now. Welcome to the movement. You and your colleagues showed up. Welcome to this work.

- **Bad** = “Union membership is like insurance; don't you want someone to protect you in case something bad happens?”
- **Better** = You and your colleagues have the collective power to demand better working conditions. You and your colleagues are like individual raindrops, individually not very powerful, but when a bunch of raindrops come together, you can shut down a city. You working with your colleagues have the power to protect each other.

- **Bad** = “Let me explain what the union does for you.”
- **Better** = Let's talk about what you want to do. You are the collective. Let's talk about the power of you. Let's talk about the power of numbers. What do you and your colleagues want to do together? How hard are you willing to work? You and your colleagues have the power to make change.

- **Bad** = “The union usually gets us more in pay raises and benefits than we pay in dues so if you do the math it's definitely a good investment!”
- **Better** = The work of you and your colleagues is an investment.
The resources of you and your colleagues are what helps get the wins that mean the most.
The work that you and your colleagues do will bring material improvements in your work and for those who will be in your line of work in the future.

- **Bad** = “We need all the members to call state elected representatives to oppose this legislation.”
- **Better** = You and your colleagues need to call state elected representatives to oppose this legislation.
Contact the folks you hired to let them know you expect more from them.
You and your colleagues working together can shape the outcome of elections
You and your colleagues need to show elected officials your power.

- **Bad** = “You say you have a good principal now, but sometimes principals change, you never know. What if you end up with a bad boss tomorrow and need the union to stand up for you?”
- **Better** = The most important relationship in your worksite is not with the boss but with your colleagues around your shared values and visions
Being a part of the movement allows you to be ready for whatever surprises might emerge at work
- **Bad** = “That’s not actually a grievance so there’s nothing we can do for you.”
- **Better** = While this might not be a grievance, you and your colleagues have the ability to make change.
What are others saying about this?
What do you want to do about this?
- **Bad** = “The union leadership is working hard to make it so you don’t have to strike because strikes are really hard and disruptive.”
- **Better** = Strikes are the best way to seek the demands you and your colleagues want from those in power.
Withholding your work from your employer is the strongest leverage workers have to make big change
You and your colleagues get to decide if you want to risk going on strike

Debrief (notes & takeaways)

Hard to put “you” in the conversation

No exact right answers!!! Just better ways to say things

#1 - - What could you say instead of “thank you” - In solidarity; We appreciate your commitment; Can’t wait to see you next time; Wow...great turn out; Terrific turn out - convey enthusiasm without saying thank you - be excited

#2 - - Your membership is like insurance. Your participation will make a difference, it will give you peace of mind; Your voices...a platform for your voices to be heard...a space to use your collective voice; who else is going to fight for public schools, who else is going to fight on your behalf (challenging people to recognize that no one else is going to fight for you except for you); We are working together and no one is going to mess with us.; When educators unite and pool their resources you can build a power unit to win.

#3 - - This is how people take care of each other around here; working together in solidarity takes care of everyone; You can give same answer as #2 ; get the word “YOU” in at least once in every sentence;

#4 - You are never in a fight alone; let’s look at what we have accomplished in the last negotiations; the contract is a reflection of all the work that you and your colleagues put into it

#5 - Not only will your investment bring you better pay and benefits, it also allows you to use your voice and power; Many hands make light work; when you stand in solidarity with others everyone benefits; Jane would cut out investment - not a math equation - get away from idea that uniting is about getting the discount card - start exercise with scratching bad words - stating your power, solidarity

#7 - - You have an interesting point, however it is not a violation of the contract, so it is not a grievance at this point [Jane not impressed with this answer]; How can you get your needs met; how can you change this; what ideas do you have to fix this; what would make it right; who else cares about it - let's pull together to make this a win. You raised a very important issue for the next contract negotiations, let's get a group together to get begin work on this

State elected reps one - You have an investment - you as a resident of the state need to make a phone call; this is your opportunity to exercise your voice with your state officials; full and active participation is needed from you and your colleagues to contact...; there is strength in numbers your call matters; when are you going to call your representative; legislators are bombarded to stop this law requires your legislator to hear from you

Bad principal - Good principals remain good principals when you hold them accountable and you are part of that because you use your voice to speak truth to power; your principal doesn't make school policy

Last one - power of the strike is how you bring about change