Labor Rising has 2 distinctive strategies (not tools), which are unique to our programs!

This is the outline for Foundations training.

Labor Rising:

Strategic Organizing:

- Organizing along the lines of credit, clients and social footprint as primary strategies
- Power mapping template for participants to leverage critical research of contractors (both union & open shop) in developing their own market in real time
- Display of all contractors organized geographically and by revenue
- Establishing Compression Zone(s) in your union's own market to identify specific non/anti-union contractors to pro-actively organize
- Credit reports, how to read and use them
- Clearly identifying areas where unions can increase market share and learning the specifics of how to do so
- Re-establishing the perception that unions can win
- De-emphasizing the role of the NLRB in organizing – **no** "turn & burn" as a strategy!
- Section 7 & 8 in one hour, all you need to know to effectively organize
- Credibility determinations & controlling the message
- Pension withdrawal liability issues of the building trades and what it means to organizing
- Taking on anti-union market share we know we can win and changing the dynamics of our markets
- Picking our targets asymmetrically and with purpose
- Controlling the non/anti-unions hiring in your union market
- Overview of the "pit-bull puppy strategy" – service & residential markets
- Not a re-tread program of existing organizing programs; we view top-down, Breslin, bottom-up & pressure campaigns as tools, not strategies

Contractor Marketing Program:

- Clearly identifying passive use vs. aggressive use of internet
- Unions and their dominant core competency which is lying dormant
- Unions as sales engines vs the current value models – completely different way to get work for union contractors
- Our own unions' social footprint, i.e., Facebook, Twitter, U Tube etc… taking our use of social signals from "passive to very aggressive" to increase market share
- Difference between web designer/developer and internet marketer
- Clear understanding of relevance and authority in the world of SEO
- Blogging
- Clear understanding of what the end-users of unions *are not saying* and why
- Apprenticeship becoming irrelevant on career/ job searches on internet

Opposition Research:

- Primer on opposition research, both public and private
- Using information strategically and the ability to advance that thru social media
- Taking anti-union bad practices and putting it in high visibility areas on the internet

Leading Labor Communications Platform:

- Internal union communications thru mass texting, mass email and smart phone Apps in the 21st Century
- Structured use of social media to leverage our membership on political issues