



# Model United Way Labor Campaign

## Strategies for Involving Labor in Your Campaign

Your United Way campaign will be maximized when union leadership is involved from the start. United Way offers a unique opportunity to build bridges of communication and understanding between management and labor since both groups are working toward a common goal.

### Identify Union Leadership

- Union Chief Officer
- Key players on Labor/Management Committee
- Shop Stewards

### Invite Your Union to Be Part of the Campaign from the Start

- Work closely with or have a labor representative appointed as the Campaign Manager
- Participate on committees
- Help plan activities
- Speak at rallies

### Ask for Union to Support Campaign

- Make announcements at union meetings
- Involve the shop steward in making the ask from the membership
- Print articles in newsletter
- Secure letter of endorsement

### Request AFL-CIO Letter of Endorsement for your United Way Campaign

- Utilize United Way's Labor Campaign Materials
- Printed Materials
- Flyers
- Thank and Recognize Union Support



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