

# THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



## How to involve organized labor in your campaign

For over 70 years, United Way and the American Federation of Labor and the Congress of Industrial Organizations (AFL-CIO) have fought together to build a stronger Miami. Through this cooperative relationship, United Way provides services to members of organized labor, their families and communities. When management and labor work together on a common cause, employees are motivated and set a great example for others to follow.

If your organization has employees that are members of any labor union, you should discuss the campaign with the president of the union. Having the support of labor union members at your organization is a key ingredient for a successful campaign.

### Here are some tips for gaining the support of your labor employees:

- Inform the union members about United Way's AFL-CIO Community Services Liaison and the services available to members throughout the year
- Ask union heads to visibly support the campaign via email
- If possible, include a labor co-chair on your committee; if not, consider a steward to help organize the presentations in the different departments where union members are employed
- Secure a letter of endorsement from labor and management for the campaign
- Each union has a special bulletin board for union employees; this is a good place to post campaign materials
- Train and educate the union stewards about United Way
- At all presentations, ask management and labor to be there; if possible, have a labor speaker
- At the end of the campaign, make sure you recognize and thank the union members and union management
- To learn more about United Way and organized labor, please click [here](#).