



UNISON

1

Let's work together for a better future – get involved in ♥ UNISON week 8 to 14 February 2017

Union members across the UK will take part in a week of action from 8 to 14 February.

Many of you will have taken part in ♥ UNISON in 2016 and remember the overwhelmingly positive response. That's why the TUC have decided to make it an annual event.

We know this government is intent on hurting working people and undermining trade unions. The Trade Union Act will soon come into force, which means as a movement we must be stronger to meet the challenges we face. To do this we need to make sure our current members are getting the most out of UNISON and feel proud to be members. And we must use every opportunity to bring new people into our movement by demonstrating the value UNISON brings to people's lives.

Let's use ♥ UNISON 2017 to engage existing and potential members by shouting about all the amazing things we do. We know there are so many reasons to ♥ UNISON but let's make sure everyone else knows too.

We're running a webinar Friday 27th January at 11am. It's a chance to chat through plans and ask questions. But we'll also provide some tips to help you make simple video's. Please register here:
<http://unsn.uk/heartunisonwebinar>

What's the aim of ♥ UNISON 2017?

♥ UNISON week provides an opportunity to open conversations and celebrate our success stories with members and potential members. A strong, engaged membership is vital for us to face future challenges with confidence.

The main aims for the week are:

- 1. Hold an event**
- 2. Show everyone the benefits of being in UNISON**
- 3. Tell us what you're up to**



Suggested activities

Event ideas

Think of something fun or useful to invite people to and they're more likely to come. The more engaged our members are the stronger we will be. See whether they are aware of all the benefits available to them as a union member. Extend the invite across your workplace. Or see if people want to bring family and friends to a branch social. Let's cast our net far and wide.

We've listed some suggestions below but what'll appeal to one branch or workplace might not work somewhere else. So get your creative thinking hats on.

Branch bake-off

Everyone likes cake and members are no exception. Instigate a bake off challenge for your branch members or colleagues and get everyone to bring in their best cake. Setup a mock judging panel or keep it as a good old-fashioned cake-driven social. Once everyone's there for the cake, you can pounce.

Workplace walk

Organise a lunchtime walk. Plan a route and encourage everyone to get some fresh air. Walking is also a good time for talking – use the opportunity to chat about UNISON. Take a group shot (with our ♥ unions materials) in front of a nice view and post it online.

Show everyone the benefit of being in UNISON

It's hard to believe, but some people don't even know what a trade union is, let alone who UNISON are. And so many of our members probably don't know all the things available to them. Chat to members and non-members during the week about all the reasons we have to ♥ UNISON. Nothing can beat the power of face to face but sharing on social media is also a great way to amplify our message and reach out to new audiences. We've provided loads of materials that should make starting a conversation easier and will make your social posts look great.

Have a chat

If all our activists spoke to just one person during ♥ UNISON week we would make thousands of new contacts. We're strong when we all act in UNISON. So talk to a friend, family member, colleague – anyone – just once during the week. You could setup a little branch competition and tally the amount of conversations you each have. It'll egg you on. Organise a small prize for the chattiest activist.



3

Utilise our success stories

Everyone knows an amazing UNISON story. Now's the time to share it. Personal stories are what strike a chord with people, and however big or small, UNISON benefits people's lives every day. We're going to ask people why they heart UNISON by completing the sentence: 'I heart UNISON because...'

Share your story on social media using #heartunions and #heartunison.

If you're a whizz you could use our canva template (listed in resources). It'll make your post look great.

We're also collecting success stories and will send them out throughout the week. Just fill out the details here:

<http://unsn.uk/successstoriespreadsheet>

Make a video

Ask members to tell you why they ♥ unison to camera and post it online. It's really easy to make your own videos now if you have a smart phone or tablet. We're holding a webinar where we'll run through some tips for making simple little videos. Everyone can be a filmmaker these days! Register here: <http://unsn.uk/heartunisonwebinar>

There's an end card available (in resources) to download and insert, so your video is nicely branded.

We'll also release a video, so please share it!

Show your love and grab people's attention

Wear your ♥ UNISON stickers, and order ♥ UNISON photo boards from the catalogue. Leave our Valentine's card on your colleagues desk to spark their interest in UNISON.



4

Materials to help you

Materials are available to download or order from the online catalogue www.unison.org.uk/catalogue

Downloadable print and digital materials will be available in resources on the event webpage www.unison.org.uk/hearts
Posters will be in February's In Focus.

Valentine's card

Who's your valentine? UNISON. Leave this card on people's desk, in your staff room or at your event – it's a good conversation starter. Inside the card there's seven key reasons to ♥ UNISON listed. Stock number 3717.

Customisable 'I ♥ unison' poster

Fill it out, take a photo and post it on social media or a noticeboard. Even better, print loads and ask members at your event to fill them out. Then you can upload different stories throughout the week. Stock no. 3718 and 3719.

Poster for noticeboards

Why ♥ UNISON poster for you to post event details or our web address on noticeboards. Stock no. 3717.

Photo boards and stickers

This stuff will make your photos and events look great. Order from the online catalogue. Stock no. 3617, 3618, 3663 and 3664.

Digital materials

These will all be available for download on the event webpage www.unison.org.uk/hearts

- Canva template to make your your social media post look great
- Png sticker to add to your own materials
- Facebook cover photo
- Twibbon
- End card for videos