

# Talking about...

## ...UNISON's Campaign Fund and UNISON Labour Link

Day to day, UNISON represents and acts for our members in public services, negotiating pay and terms and conditions and striving for better public services.

But we also campaign outwardly for the things we believe in through, for example, advertising; lobbying politicians; and talking to other decision-makers and game-changers. To do this we have a campaign fund that has two strands of work:

1. UNISON Labour Link takes our priorities into the Labour Party to get change for our members through parliamentary and local democracy.
2. The Campaign Fund supports campaigns around public services and UNISON's values of equality, fairness and empowerment, but is not aligned to any political organisation.

We ask our members to pay an additional 5% contribution on top of their UNISON membership to continue campaigning.

How you make the case for the value of this work will make all the difference to how many people sign up to contribute. We hope this guide will help you.

# Top tips for talking about UNISON's campaigning

## Make the case

Many new members are not politically engaged and this needs to be reflected in the way we talk about the Campaign Fund and UNISON Labour Link.

Talking about the fund needs to be linked to the things that matter to people and connect with the reasons they joined UNISON. They may not think that they 'do' politics, but they care about what happens in their families and communities.

### The personal...

Why has their child's school cut back on teaching and classroom assistants; how long does it take an elderly parent to get seen at the hospital; why has the local library closed?

### Is political...

UNISON uses its campaign fund to make the case for proper investment in the jobs, pay and the infrastructure of our public services. We talk to employers, politicians and the public to highlight the importance of the essential services our members use, as well as those they provide.

## Use local examples

If you use local examples, close to where members live and work, they can more easily appreciate what the fund is for.

Think about some examples of campaign activity either coming up or from the past that people will relate to. Examples could include:

- A campaign or an activity that has received support from the Campaign Fund to oppose cuts or outsourcing at a local hospital or library.
- Work with the local Labour party to protect local services.
- Our campaign to get rid of the Employment Tribunal Fees (we took our case to the Supreme Court and won).
- Support provided to local LGBT pride events.
- Support for anti-racism events.

## UNISON Labour Link successes

- ✓ The National Minimum Wage (1998).
- ✓ Increased investment in NHS, schools and police support staff when Labour was in government (1997-2010).
- ✓ Protection of pay, terms and conditions when staff transferred to a new employer.
- ✓ Promoting councils signing up to The Ethical Care Charter, setting minimum standards in social care.
- ✓ Improved employment rights, e.g. equal rights for part-time workers, rights to union recognition, maternity rights, family-friendly working, equalities legislation and the Equalities Duties.
- ✓ Inclusion of UNISON policies in Labour's 2017 manifesto on getting rid of the pay cap, investment in the NHS, social care and schools.



## Campaign Fund successes

We fund hundreds of smaller, local branch campaigns as well as:

- UNISON's national public services awareness campaigns such as Public Service Champions.
- NHS and other public service demos and events.
- Non-party political work to encourage voter participation.
- Encouraging members to vote in the Police and Crime Commissioner elections.

The campaign fund also supports our involvement in:

- Hope not Hate (campaigns to counter racism and fascism)
- We Own It (campaigning to end privatisation for good)
- Show Racism the Red Card (educational charity that uses football to get its message across)
- Durham Miners Gala (a huge celebration of trade unionism)
- Pride events across the UK (celebrating LGBT+ life)
- The Fawcett Society (campaigning for women's rights)
- Black History Month events
- Citizens UK (community organisers).



## UNISON Labour Link or the Campaign Fund?

Having the choice between the Campaign Fund and UNISON Labour Link is one of UNISON's strengths.

UNISON Labour Link is for those who feel it is useful to promote issues that matter to UNISON members in the Labour Party and into Parliament. The Campaign Fund is for those less likely to want to be party political but are happy to support the union's campaigning work.

As a new member fills out their membership form you can ask: 'Which political party do you think would be better for jobs and public services?' Or: 'Are you a very political person?', to help them work out what contribution they want to make.

## Look to the future

Historical examples of campaigns like getting the National Minimum Wage are helpful but we need to demonstrate how campaigning today can bring about change.

People like to see how their contribution can make the difference. So do explain how we will use the contribution to campaign on behalf of their job and pay and public services more widely, at local and national levels.

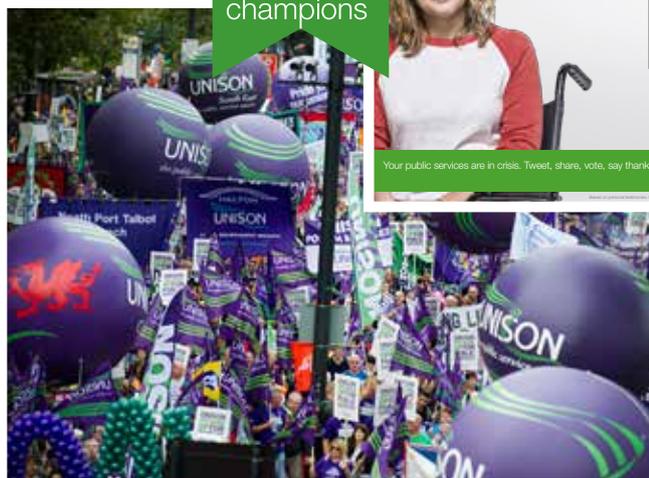
## Use the political cycle to advantage

There is some evidence that people are more likely to be sympathetic to UNISON Labour Link when Labour is in the news. And we know that during the 2017 general election campaign more people opted for UNISON Labour Link instead of the Campaign Fund.

Think about how to use local or national elections, or big political stories, such as what's happening in the NHS, to encourage people to opt in.



your public service champions



# How much will it cost?

We are asking for an additional 5% on top of members' union subscriptions.

- Members who join through Docas will make one annual direct debit payment toward campaigning.
- Members who join by Direct Debit will pay their additional 5% contribution each month.

Annual salary	Monthly membership cost	Additional 5% campaign contribution (per month))	Docas members	Direct Debit members
			One annual direct debit payment	Monthly membership with additional 5%
Up to £2,000	£1.30	7p	84p	£1.37
£2,001 - £5,000	£3.50	18p	£2.16	£3.68
£5,001 - £8,000	£5.30	27p	£3.24	£5.57
£8,001 - £11,000	£6.60	33p	£3.96	£6.93
£11,001 - £14,000	£7.85	39p	£4.68	£8.24
£14,001 - £17,000	£9.70	49p	£5.88	£10.19
£17,001 - £20,000	£11.50	58p	£6.96	£12.08
£20,001 - £25,000	£14.00	70p	£8.40	£14.70
£25,001 - £30,000	£17.25	86p	£10.32	£18.11
£30,001 - £35,000	£20.30	£1.02	£12.24	£21.32
Over £35,001	£22.50	£1.13	£13.56	£23.63

