

Organising campaigns

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Workers' Educational Association WEA Finland



Background

WEA is not an union.

WEA is an educational institution for blue-collar trade unions.

We train union organisers, both union members and union officers.

We participate in planning, coordinating and delivering bigger campaigns in the Finnish trade union movement.



Learning curve, Finnish (trade union) organising

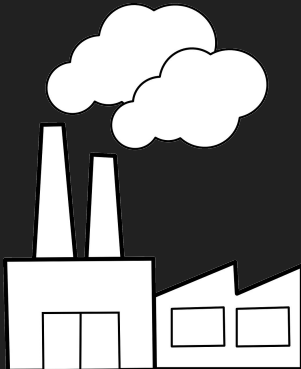
Political, community or social
organising

~2012

2015

2019

2020



Workplace organising

**Organising is
organising regardless
of the environment.**



Nation of the Free

Nation of the Free

- Build movement to vote for labour issues and candidates who stands behind our demands
- Bring politics back to shopfloor
- Test and learn new ways to campaign
- Take freedom back as a concept - what makes you free?
- Remind government's bad behaviour around campaign issues

Community & Digital

Campaign teams, call
centers, targeted
battlegrounds, events

Organising

Shop floor organizing

Targeted
workplaces

Communications

Echo chamber
social media & ads

Supporters & Leaders

Building capacity, testing, learning

RESULTS

100 000	Contacts
60 000	Answers to survey (offline 35 000 / Online 25 000)
21 600	Supporters
807	Recruiters (app)
1208	Workplace leaders
379	Community leaders
420	Candidates
49	Members of parliament

Process

Initial planning
("activist group")

Framework and
decision making

Rough mapping

First contacts, first
tasks (=first 1on1s)

Precise mapping

Data check, adjusting
plans

Search for potential
leaders, testing them
(tasks)

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("activist group")

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Workplace
organising

Search for a
common issue (the
lobbying question)

Increasing common
strength (organising
activities)

Objectives (mid
goals) achieved

Delivering the
workers' claims

Negotiations

Win or loss

Closure operations

Big
organising
(issue or
political
organising
campaign
f.ex.)

Increasing common
strength (organising
activities, building up
the snowflake)

Building local teams

Increasing publicity
(=building strength
both on- and offline)

Delivering the claims

Building up pressure

Win or loss

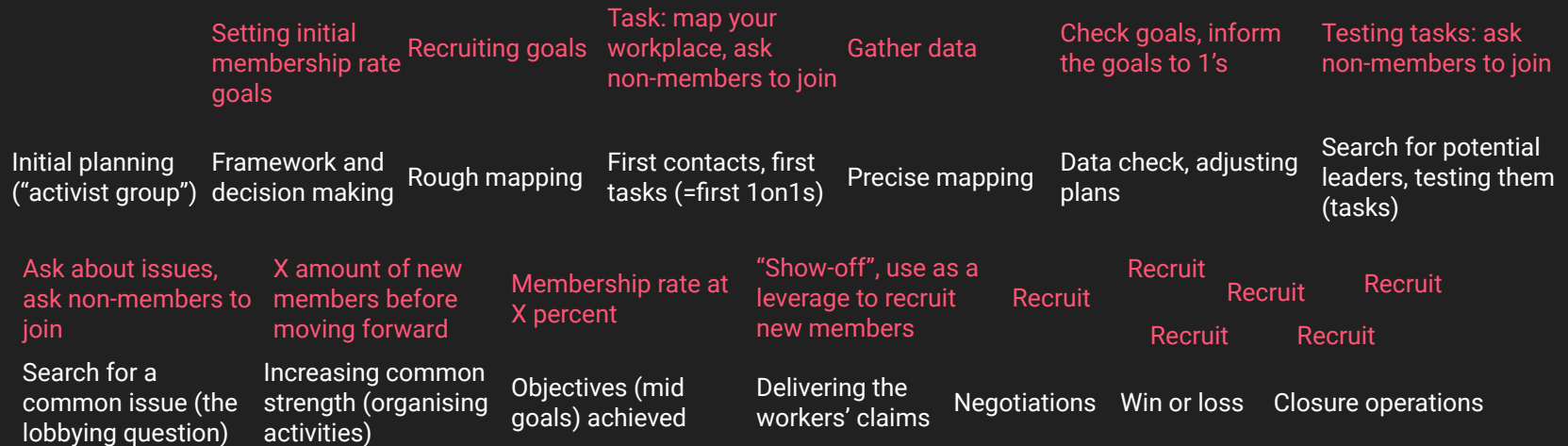
Closure operations

**What is missing? And
why?**

Recruiting

Recruiting

- Is a major part of any organising campaign
- It is done at every step of the campaign plan





Recruiting \neq Organising
involves recruiting

Thank you!

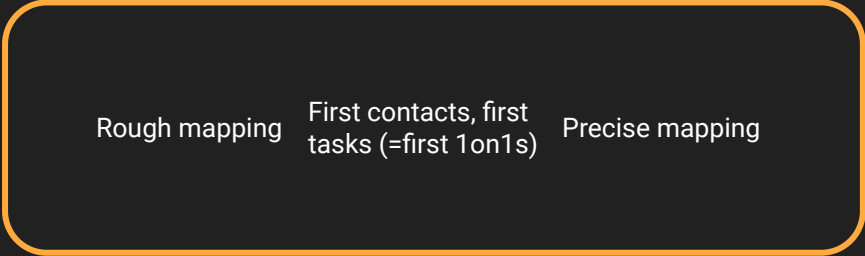
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MVP level of organising



Rough mapping First contacts, first tasks (=first 1on1s) Precise mapping

Get these 3 steps into every level of your organisation (teams, units, local branches, associations, etc.) and your organisation is 100% strike ready, when ever needed. Get the data and update it all the time = have conversations with your target groups.