Malin Ragnegård, National Secretary

Hillevi Good, Head of Recruitment Unit
Negative trend in union density
Member Development in Kommunal - shifting trend

Medlemsutveckling 2008 - december 2020
Investing in training for experienced union representatives – making them stronger as local leaders and recruiters

Strategic development of membership experience and benefits – what union will be relevant for workers in 2030?

Improving recruitment methods and focusing more resources on recruitment activities
Making recruitment a part of everyday life in our union

Recruiting members is the foundation of a union – this has to be clear to all reps.

The best potential to succeed is at the local branches.

A strategic plan to meet potential members at local level is key.

Recruiting activities has to go enough administrative and logistic support.
Important decisions along the way

• Head of Recruitment and Recruitment Unit installed at Head office

• Goals for long term growth set by democracy, broken down into year, month and all local branches

• New tradition of Workplace Tuesday - no internal meetings and conferences should be booked, all resources should be active on workplaces

• 25 percent of all resources at local level should be directed to recruitment activities

• Retaining activities centralised to the Member Contact Centre - new routines established for members exiting
Walk the talk!
Member orientation and new tone of voice
Här skriver du din rubrik max 2 rader

Här kan man skriva citat, eller information som man läser för publiken. Försök att inte skriva mer än 5-6 rader då det blir svårt att se för den som sitter och läser.

Tänk på att gärna ha lite större radavstånd.
Tone of voice
focusing on problems → focusing on solutions
confrontation → bargaining
vulnerability → vocational pride and skills
Swedish scientific essay on reasons to join a union pointing out an important fact

• Motives based on individuals benefits become more important

• It’s not enough to talk about solidarity or duty. The union has to offer bang for the buck.

• Supplemental income insurance as a part of the membership has been an important incentive (for white collar workers)

• Negotiating aid och other private insurances are also important

Lars Calmfors: ”Indivudalistic values makes it harder for unions to grow”
**Medlemsresan**

1. Övetande och ointresserad
   - Prata till hjärtat

2. Nyfiken och vill veta mer
   - Ge konkreta argument

3. Nästan bestämt sig
   - Bekräfta och ställ frågan!

4. Just blivit medlem
   - Bevisa medlemsnytta

5. Nöjd medlem
   - Pämninn och inspirera

6. Engagerad medlem
   - Fånga upp och ge uppgifter

7. Medlem med förtroendeuppdrag
   - Stötta och utveckla

*Engagerade förtroendevalda väcker intresse*
Skills and methods
We need highly skilled recruiters just as much as we need highly skilled negotiators.
Training for recruiters

• The why of recruiting
• Building on sales methods
• Handling negative attitudes and common objectives
• Sharing experiences and best practices
• Getting to know Kommunals recruitment tools and strategies
• Next step is to build training in several levels to increase motivation and individual development
Mobile app designed to support reps in the workplace
"Tipsa" - a tool to follow up on leads

Tipsa!

Är du eller någon du känner nyfiken på att bli medlem i Kommunal, men vill veta mer om vad det innebär? Tipsa oss, så tar vi kontakt och berättar mer.

Så här gör du för att tipsa oss:
Skicka ett sms till 71140 med ordet "Tipsa" följt av ett mellanslag. Skriv sedan namn, mobilnummer och mejl adress till personen som är intresserad. Vi återkommer inom kort!

Om du tipsar oss om någon annan än dig själv, tänk på att det är viktigt att du har pratat med Personen, så att denne tycker det är okej att vi ringer upp.
Become a member

Choose membership type *

- Employed
- Studying

The membership is valid from the first day of the month that you specify as the start month.

Can I become a member of Kommunal?

Calculate your membership fee

Your monthly income before tax

CALCULATE

As a member of Kommunal you get

- The tools and expert knowledge to influence
- More money in the pay envelope
- Advice regarding you employment
- Home insurance and accident insurance
- Negotiation help and legal aid
- Membership benefits and discounts
- Job search tool Trampolin
- Kommunal "Balans & Hälsa"

Do you know anyone interested in Kommunal?
Brand campaigns to increase liking and attention in large target groups. Emotional stories important.

Tactical recruiting campaigns. Rational arguments about membership benefits.

Always on-advertising aimed at conversion. Retargeting and following up on leads. Google Adwords
The only way is up

https://youtu.be/wyi7wlckyCg
Feel the power of more!

• https://www.youtube.com/watch?v=CzdD5AuQKx0