

NEW UNION MEMBER ORIENTATION TIPS ✓



- ✓ **Connect with new hires as early as possible.** Ideally this will be during the new employee orientation, but if not possible, have a personal conversation soon.
- ✓ **Establish a plan for new member outreach.** Negotiate language in the contract to allow union time at regular orientations. Set up a system to reach out to all new members.
- ✓ **Think strategically about orientation presenters.** Stewards and long-time leaders may often be the best choice, but there may be reasons to recruit other members to help.
- ✓ **Provide high quality, meaningful member packets.** Materials should include a one-page highlights of union wins at the workplace—possibly with pictures/quotes from workplace leaders; union brochure (or short video); members-only OPEIU benefit handouts; union contract; recent union newsletter; and membership cards.
Distribute packets after membership cards are signed.
- ✓ **Design an outline for member sign-up presentations/conversations.** Develop an outline to use for regular new hire orientations and for one-on-one sign-up conversations with new employees.
- ✓ **Follow-up with new hires.** Leaders should be assigned to check in with newly hired employees after orientations to ask if there are any questions, to encourage union involvement and to convey a warm welcome.
- ✓ **Evaluate the new member orientation program.** Workplace leaders should meet regularly to review the new hire and member sign-up process.