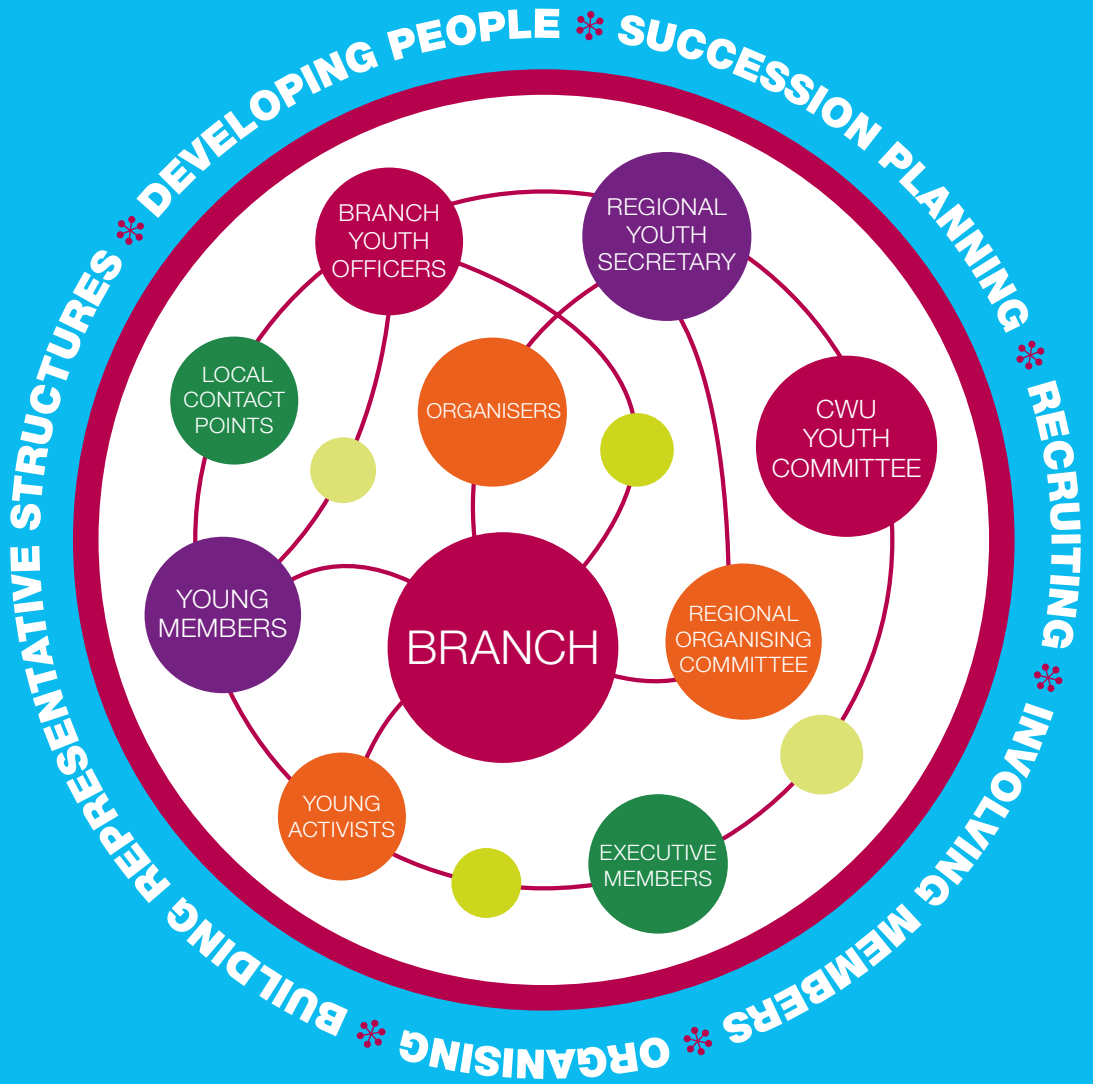


BUILDING
TOMORROW
TOGETHER



**A guide for young workers in
telecoms and financial services**
STRENGTHENING TODAY, PROTECTING TOMORROW

Dear Colleague,

We have over 8,000 young members across the Telecoms and Financial Services industry, 13% of our membership, but where are they? We don't see a proportional turnout at National Conference, regional meetings, or even on branch committees. It is crucial we are connecting with these members otherwise trade unions will be lost on a generation and what then? The young activists of today could very well be the future leaders of this union, but before we get them there, we need to make them the trade unionists of today.

In 2012 we launched our Building Tomorrow Together booklet on getting young members more active in the union. The feedback has been positive, with young workers and branches being able to make advances with it, however we are not where we need to be with young workers.

This new booklet builds on that by identifying new ways to develop young activists, and

considers the changes we face with the new geographies as a result of branch mergers.

With so much changing we must not lose focus on building and developing our activist base, especially in the non-recognised areas and with young workers. At the same time, the introduction of the Regional Organising Committees has brought a greater industrial focus to our organising efforts.

Most importantly, however, is the need to actually implement the ideas contained here. This booklet is aimed at young activists in the branch looking for ideas and inspiration and should not be sitting unused in branch offices. As we have said before, failure to build for the future will bring our viability as a stand-alone union into question. But more than that, while our young workers are our future, they can and should be our activists of today.

Yours sincerely,



Andy Kerr

Deputy General Secretary, T&FS

under 30 year olds

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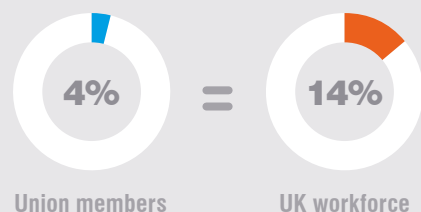
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To inspire our young members and to be inspired by them - building for the future by increasing involvement today. See our vision in detail in page 3.

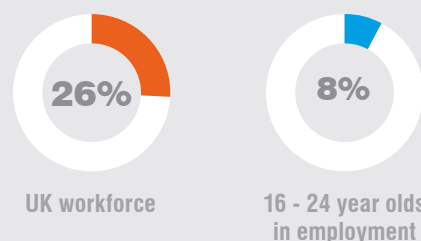
AN INTRODUCTION FOR YOUNG ACTIVISTS

The statistics* regarding young workers bear repeating:

UNDER 25 YEAR OLDS REPRESENT:



UNION MEMBERS REPRESENT:



These statistics are even worse in areas without recognition, where young workers do not know about their right to join a trade union or the benefits of doing so. These are issues we can overcome in our recognised workplaces and yet still we have difficulties.

Research carried out for the TUC unveiled a number of barriers experienced by young workers:

- **A lack of awareness** – this is not just in terms of visibility but also in terms of understanding. Young workers would be less likely to be proactive in seeking to join a union.
- **Lack of ‘push factors’** – many young people stated that they were happy with their workplace

and did not feel they had come across any issues which might lead them to need a union’s support. In contrast, those that have spent longer in the workplace will often be more familiar with the sorts of problems that can be encountered.

- **Lack of ‘pull factors’** – some young workers aren’t immediately attracted to the idea of a union. The challenge then becomes how to explain that working together can effect positive change.
- **Repellent factors** – cost vs perceived benefit. Sometimes there are misconceptions of unions that also need to be addressed.

This is why it is crucial that young workers get involved in the union as it is you who is in the best position to recognise and overcome these barriers. That doesn’t mean acting alone, far from it, but it does mean playing an active part in engaging colleagues to join and get involved in the union.



This booklet is intended to serve as a starting point for Branch Youth Officers (BYOs) and other young activists to help you develop ideas and plans to improve union organisation among your colleagues. Please talk it over with your branch first so that they can offer advice, give you support and ensure a consistent approach.

* Trade Union Membership 2012: Statistical Bulletin, Department for Business, Innovation and Skills (2013)

GUIDING PRINCIPLES

1. Like recruits like

Young workers are more likely to be persuaded to join the union by other young workers who can relate to them and demonstrate the relevance of membership. As such, not only is an active BYO crucial, so too is a team of young members who can help across the branch in each workplace.

2. Presume nothing

Do not expect everyone to understand union jargon and terminology, or that everyone is won over by the same argument.

3. Increasing avenues for involvement

A union branch is more than a monthly committee meeting. Think of all those campaigns the union is committed to, inside the workplace and out – how can we use enthusiastic members to help?

4. Not a box ticking exercise

We don’t want BYOs, or indeed any officers, for the sake of it. We need them to be able and willing to do more than turn up to occasional meetings.

5. Active support and guidance for activists

In return, our BYOs and activists should expect to be given guidance and not just left to get on with things.

6. Developing a plan and sticking to it

If you put it down on paper and agree to it you are more likely to stick to it. Make goals specific and review on a regular basis.

7. Collaborative working and accountability

Inexperienced activists ought to be encouraged to share information and work together. They should be encouraged to work with like-minded colleagues and report back.

8. Full integration of organising into the work of the union

This should not be seen as an add-on to all the other important work we do. Think about that work, and how having more active members could make any of it easier.

9. Use Regional Organising Committees (ROCs)

Young activists are encouraged to come along, even if they take it in turns. We appreciate that it is hard without facility time, but all activists use some of their free time – a few hours a couple of times a year is not huge in the scheme of things.

Our vision

To inspire our young members and to be inspired by them – building for the future by increasing involvement today.

- ✓ A youth officer in every branch, supported by their fellow officers and actively engaging with young members in the workplace
- ✓ A network of young members in every branch, engaging in union activity to enable them to use their skills and enthusiasm in organising issues that matter to them, supporting the BYO and reaching out to their colleagues
- ✓ A young Point of Contact (POC) in each workplace to feed back to the key young activist and to talk about the union to colleagues
- ✓ To foster a culture of collectivism with our young workers
- ✓ Young members attending ROCs, involved in setting the strategic direction for organising in the region

BEING ACTIVE... WHAT IT ALL MEANS

What is an activist?

Put simply, an activist is anyone who does something to assist the union. Some people come to this naturally and involve themselves easily, others require a little persuasion and encouragement. For both types there are a range of activities they could potentially get involved in that are useful to the union and help them build up their confidence and experience.

These might include:

- Asking a colleague to join
- Handing out leaflets to their team/ other young workers
- Desk drop
- Speaking to other young workers about issues and report to the branch
- Attending branch, ROC and Youth meetings
- Encouraging others to come to meetings
- Becoming a point of contact
- Developing others
- Seeking views of young workers
- Circulating petitions/news
- Helping with communications, e.g. social media/drafting or designing newsletters
- Updating notice boards
- Helping to design leaflets or other forms of communication
- Participating on blogs or Facebook groups
- Phoning new young members who join

Volunteering

On becoming active in the union you can give as much or as little time as you are able to. Doing something that can make a difference to the workplace is rewarding in itself – by engaging with other young workers you will empower your colleagues as well as yourself. By volunteering you will:

- ✓ Help colleagues
- ✓ Build your skills and knowledge
- ✓ Feel valued and part of a team
- ✓ Gain confidence and self-esteem
- ✓ Make a difference
- ✓ Bring in new ideas

Inspiring someone to volunteer

Many people want to use their time and efforts to make a difference but don't know how to. Others have never thought about it, or don't know who to speak to. You could try:

- Putting up a notice on the notice board asking for more help
- Sending out an email inviting people to come forward
- Asking someone who is regularly feeding back – not everyone has the confidence to come forward

Remember to keep in contact so they don't lose momentum and thank them for a completed task

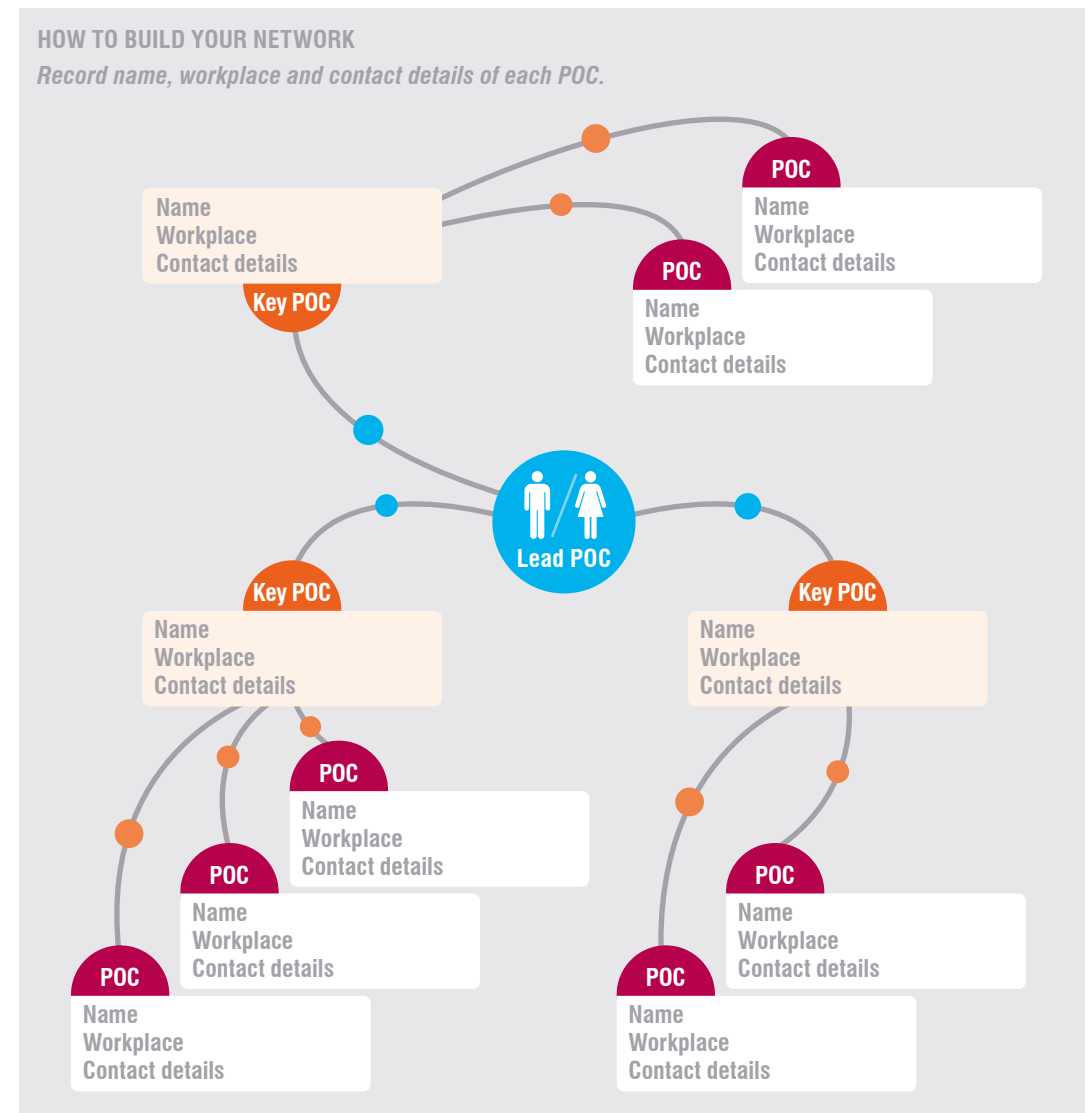
Points of contact [POC]

Being a POC is a great starting point for getting more involved in the union. On a basic level it does not require too much time but can be expanded to suit the individual.

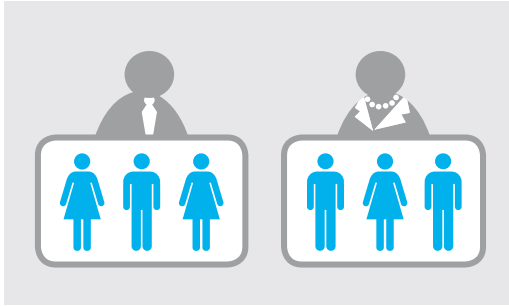
A POC is the bridge between the workers and the branch. They report issues to the workplace rep, distribute information in the workplace and help with mapping. Because they form such a crucial role, and because we need so many of them, it is essential for branches and activists to be continuously identifying and developing POCs to help seek the views of

younger workers. As experience and confidence is built, they might want to progress and take on more responsibilities and find new young workers to become POCs, and to start to build a network.

The diagram below shows how this can look in the workplace. The **Lead POC** can be whoever starts this exercise, or whoever has the time to collate the views of colleagues. As you can see, this neatly shows who should be talking to each other on a regular basis, i.e. Lead POC to POCs in a workplace (**Key POCs**) and Key POCs to POCs. This is a form of mapping (see page 12, *Mapping and reviewing*) and it allows you to keep track of the POCs, their activities and their views.



Mentoring



Why mentor?

In some form or another many union reps can point to a mentor – someone who played an important part in developing their role within the union.

Mentoring works. When starting out, usually with little knowledge of the union, unsure of the structures and lacking confidence, having someone who can provide support and guidance is invaluable.

What is mentoring?

There is no one perfect model of mentoring as it depends very much on individual circumstances. It can be as formal or informal as one likes but it must have structure, i.e. regular contact and time bound objectives.

Mentoring should include, but not be limited to, the following:

- Regular contact between the mentor and the activist
- Shadowing in branch meetings
- Helping to develop skills such as writing reports, recruiting and developing plans
- Explaining the structures of the union
- Encouraging new ideas

Who should be a mentor?

An active branch officer or other activist (identified by the branch committee) with experience and a knowledge of the Building Tomorrow Together (BTT) programme and its drive to organise young members.

They should also be familiar with this booklet and be committed to giving practical support and assistance in setting objectives and overcoming problems. There is no point in having a mentor just to tick a box; it needs to be someone who can offer support in an open, trusting environment to discuss issues freely.

Succession planning

It is important to plan for the future. For young workers to be the future of this union, they need to be trade unionists of today first.

It is essential that every active person has someone learning the ropes right behind them and together find new places for young activists to fit into the branch framework. Being a POC is a good start and in time the role can be expanded and more responsibility taken on by these young activists who want to be more involved.

There are a number of issues that require constant review. As a section of the workforce, young workers are unique in that they will obviously not always be young. We must always be on the look out for new young workers to get involved. There is also a finite quantity of facility time. This makes expanding the

pool of activists crucial – it is easier to ask several people to give up half an hour of their time than an individual to give up a whole day. It also means we have to be sure that tasks are kept manageable and that individuals do not suffer from taking on too much work.

Industrial issues

Workplace issues are usually the starting point for a young worker to become active in the union.

Organising is not an activity to be kept entirely separate from the rest of our work as a union. It is important that when other young activists are coming through, they are kept informed on industrial issues and encouraged to engage with you and other young workers to see if there are any issues that affect young workers in particular.

Problems in the workplace can be used to improve our organisation and, in turn, organising can help us to resolve those problems.

Education

Ongoing education is crucial for equipping us all with the skills and confidence to put our good intentions into action.

The CWU offers a range of events to help in developing a role within the CWU with over **30 different courses** available for activists. All of the courses are based on active learning and involve small group work, projects, presentations, case studies, role play and discussion.

The union skills courses are essential in developing skills in becoming a workplace rep.

There are also courses dedicated to speaking, writing, political education, media, organising and recruitment. The courses are in place to help aid progression and build knowledge and confidence. It is also a great way to meet other people from different workplaces and learn from their experience too.

In addition, there is **Lifelong Learning** intended to give members the opportunity to learn what they want, at a time and place that suits them and at the best possible cost. Lifelong Learning can range from improving English, maths or computer skills, through to taking a degree and beyond. It may lead to a qualification or just be for the benefit of learning a new skill or subject. It could help you to progress at work, or at home to help your children with school work or develop your skills and hobbies. Find out more from the CWU Education Department.

Finally, there is the **internet**. There is a whole world of ideas and people out there interested in young workers. Some useful links are provided at the end of the booklet but this is by no means exclusive.

However, it is crucial to put any skills learned into practice. Only by doing so and evaluating their impact can we ensure that young workers in T&FS are as strong and as numerous as they can be.

YOUNG WORKER TO YOUNG ACTIVIST - SETTING MANAGEABLE TASKS

ROLE/ POSSIBLE JOBS FOR YOUNG ACTIVIST	WHY	HOW
TO REPRESENT THE VIEWS OF YOUNG WORKERS IN THE WORKPLACE	It is important for young workers to identify the activist with the union.	<ul style="list-style-type: none"> • Feed back their issues to the workplace rep/branch at meetings • Update them with the latest CWU news, through any forms of communication
TO ASSIST WHERE POSSIBLE WITH OTHER BRANCH RECRUITMENT AND ORGANISING ACTIVITIES	To understand Branch tactics and strategy and to gain experience and new skills.	<ul style="list-style-type: none"> • Attend recruitment sessions • Speak to people about joining • Create literature to hand out • Use social media where applicable • Bring in new ideas
TO ATTEND BRANCH AND ROC MEETINGS	To learn the structures of the union and participate in discussions on workplace and industrial matters.	<ul style="list-style-type: none"> • Tell your branch you want to go • Ask for as much notice so you can book the time off
TO COORDINATE RECRUITMENT ACTIVITY AMONG YOUNG WORKERS	To build the union inside and outside the workplace. This increases the power of the union through greater resources and industrial leverage.	<ul style="list-style-type: none"> • Think of new activities to raise the CWU profile • Different methods of communication • Update notice board • Talk to other workers • Are there issues that bring everyone together?
TO SEEK THE VIEWS OF YOUNG WORKERS AND REMAIN IN REGULAR CONTACT WITH THEM	To know what young workers are thinking in order to properly represent them.	<ul style="list-style-type: none"> • Speak to young workers • Conduct surveys • Hold meetings to discuss • Does change need to happen?
REPORT TO THE BRANCH AND ROC ON YOUNG WORKERS' ACTIVITIES	To let the branch and ROC know what is going on with young workers, what issues matter to them and how well we are organising them.	<ul style="list-style-type: none"> • Anything from a few lines to bullet points • Need help, seek from branch • Make sure it is clear and concise and truthful • Evaluate and set goals • Ideas on moving forward

ROLE/ POSSIBLE JOBS FOR YOUNG ACTIVIST	WHY	HOW
TO IDENTIFY POTENTIAL ACTIVISTS/POCS AMONG YOUNG WORKERS	To get new people involved and planning for the future.	<ul style="list-style-type: none"> • Look for people feeding back • Ask them to do a job • Bring them to a meeting • Tell the branch
TO LIAISE WITH OTHER BYOS IN THE REGION INCLUDING THE REGIONAL YOUTH SECRETARY TO SHARE INFORMATION AND FORM NETWORKS	To network with other young activists to share ideas, knowledge and experience.	<ul style="list-style-type: none"> • Attend Regional Youth meetings when possible – if unable to, send apologies and ask for the minutes; to stay in the loop • Communicate with BYO regularly • Discuss ideas and best practices
TO ATTEND REGIONAL AND NATIONAL YOUTH EVENTS	To learn new skills and discover the wider union. it also provides a platform to engage with other young activists across the UK.	<ul style="list-style-type: none"> • Attend when possible • Get your application in as soon as possible • Try to bring someone else from your workplace
TO REPRESENT THE BRANCH AT THE ANNUAL YOUTH CONFERENCE	To change union policy. The motions debated here are directed to the CWU Youth Committee who have to adopt anything agreed on the floor. Additionally, two motions are voted on to go to Annual General Conference, which is for the whole of the CWU. It is an effective way to learn about Conference.	<ul style="list-style-type: none"> • Can put a motion in and prepare a speech • Can practise speaking on other motions • Can use to build networks with other young activists • Again try to bring someone else from your workplace • Something you want to change? This is the way to do so • Get an insight to what other young workers in the sector are feeling
AGREE A DEVELOPMENT PLAN AND SPECIFIC OBJECTIVES WITH YOUR BRANCH	To ensure you develop within the workplace and branch structure, learn new skills and focus on objectives.	<ul style="list-style-type: none"> • Sit down with branch and say you want this • Get a mentor so it is a one-to-one programme • Make it as thorough/limited as you like • If you are unsure, try different things
FIND NEW WAYS OF ENGAGING WITH YOUNG WORKERS IN NON-RECOGNISED COMPANIES	To grow the union across the sector, helping vulnerable workers and increasing our influence.	<ul style="list-style-type: none"> • Think of ideas • Discuss in young workers meetings, regional meetings – keep it on the agenda • Start communicating with them regularly

If all this seems daunting, then rest assured. Here are the main important things to focus on when starting out as a young activist:

- 1 WHERE TO START?**
As a new activist the most important thing is to be speaking to other young workers. Tell them who you are and advise them that you can feed their issues back to the branch. Start talking about the union. If they are not a member ask them to join. If they are already members start building a young workers' network and start making an effective change in your workplace.
- 2 DON'T BE AFRAID OF IDEAS**
Never be afraid to share an idea and to try it. If it works and has a purpose, great. If not, keep trying.
- 3 DIFFICULTY OF NETWORKING**
It can be difficult to reach young workers from different workplaces, especially in non-recognised companies, especially without facility time, but there are ways around it. Think about the various methods of communication – email, social media, phone and Skype – that can help you connect with other young workers.
- 4 ATTEND MEETINGS**
Where possible make every effort to attend committee, branch and ROC meetings as these are where workplace issues, organising and industrial relations are discussed. It will also give you an insight into how the union operates. This is also where you get to report on the issues that are happening in the workplace.
- 5 REPORTING TO THE ROC**
Reporting to the ROC is important as it shows the T&FS Executive what is happening with young workers. They can see what is working and assist with progress. This provides a direct link between you and the top decision-making body of the union.
- 6 COMMUNICATE WITH YOUR BRANCH**
Agree a plan of action that works for you and the branch as a whole, one that will allow you to develop as an activist, and the branch meet its organising objectives.

STEPS TO BUILDING A TEAM

Having a direct personal connection with your members is crucial to ensuring a thorough understanding of the issues and priorities across the branch as well as encouraging them to help with the union.

While a BYO might be able to send an email or contribute to a newsletter, these methods have certain limitations. Do people read it? Is there anything they want to clarify? Will they respond? Do they need coaxing to take the next step?

Obviously we cannot expect a BYO to be in regular personal contact with every young worker in their branch. But they could be in regular contact with half a dozen. And they, in turn, could be in contact with a few others. We call this a Community Action Network (CAN) – a visual interpretation of this can be seen below.

There isn't only one single way to build a network but if you are a BYO starting from scratch then they might want to consider the following steps:

- 1. Have a discussion with your branch mentor**
Draw up a plan and timescales, get feedback from experienced colleagues and ensure that your objectives are consistent with the branch.
- 2. Map the young members**
Where are they located? What teams? What role? Where are the non-members? This will help you identify where to concentrate any effort and what sort of tasks need to be carried out.
- 3. Find others interested**
Do you already know other young members? Do they know anyone else? Do other branch officers have any contacts? Remember, you are not asking anyone to make the leap to becoming a rep, writing reports, taking on managers – just asking for a bit of help.

4. Organise a meeting

Publicise it and make clear the intentions. Use multiple media to reach members, such as newsletters, email, facebook, word of mouth and posters. Ensure a core made up of people you know will be there and that they get their colleagues along. Get others in the branch to help.

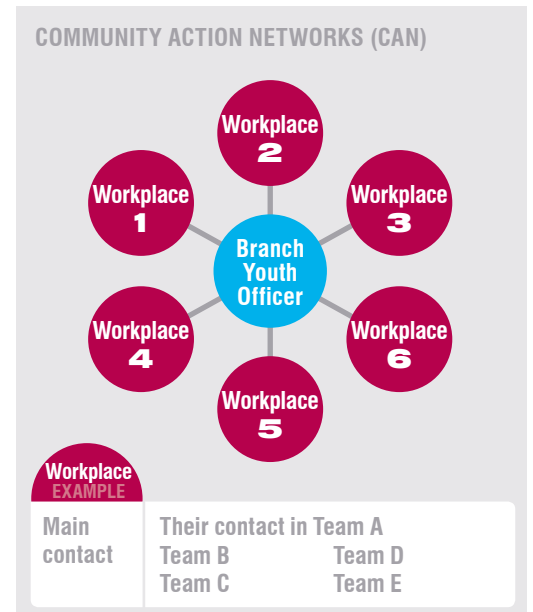
5. Follow up interest

Both those that attended and those that gave apologies. Assign simple and specific tasks to interested members (for example give someone a leaflet to give to a non-member and ask for feedback).

6. Record outcomes and track them on your map

Assign new tasks and maintain contact with key activists. Begin to build your CAN diagram.

7. Review with your branch mentor on a regular basis



MAPPING AND REVIEWING

Map

Mapping is the process of identifying where exactly members and non-members are so we can evaluate where our strengths and weaknesses lie.

When done well it also helps us to track issues, measure success and identify individuals who could become more active in the union. For example, when looking at recruitment campaigns we can see if something has worked equally well in each workplace and, if it didn't, try to work out why not. In addition, by recording people's reasons for joining and not joining we can then recognise patterns which should help to improve our arguments and techniques in future.

A good way to encourage a new activist is to ask them to map their workplace and give you the information... the first step in their development.

Examples of mapping

Start off with one team and record who is not a member, when they were last approached to join and what reasons they gave for not joining. You can also record information on age, gender, and potential to get involved – anything that could be useful for building the union in the workplace.

	CONTACT 1	CONTACT 2
NAME	Joe Bloggs	Sara Smith
DATE STARTED	20/09/11	14/07/13
DEPARTMENT	Sales	Repair
LAST APPROACHED	18/01/14	09/13
JOIN	No	Yes
REASON	Cost	
COMMENTS	Go back in April after pay deal	Sends emails with issues

Mapping will allow you to keep track of membership activity and highlight where you should focus on increasing participation amongst young workers. Remember to speak to someone from your branch if you need help.

Review

It is important for you to review your work and what has been achieved. Be honest and use what has been learnt for the future.

Mistakes are learning tools and no mistake is unfixable. Without evaluating, it proves difficult to move forward and assess the value of work.

It doesn't matter if you lack union experience – you might be able to bring fresh ideas. However, it becomes even more important to work out how well any campaign or activity has gone. You should consider questions like:

- What was good about it?
- What didn't go well?
- What was the time constraint?
- What were the results?
- What further opportunities are there?
- What could you change for next time?

A useful tool to help with self evaluation is the SWOT analysis, listing strengths, weaknesses, opportunities and threats.

SWOT analysis

A SWOT analysis is a helpful way of looking at an issue or campaign. It involves listing the Strengths, Weaknesses, Opportunities and Threats so that you can then identify ways they might be used or overcome. In the early stages of a campaign your SWOT analysis might look like the example opposite.

Once you have completed it, discuss your thoughts and ideas with branch colleagues and other young activists. This should help you plot out the next steps of your plan.

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Good overall membership numbers 2. Branch support 3. Email addresses for most members 	<ol style="list-style-type: none"> 1. Few young activists 2. No map 3. No facility time 4. Workers in other companies
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Potential training available 2. New starters due 3. Friends in another department 	<ol style="list-style-type: none"> 1. BYO will soon be too old 2. High turnover

SWOT analysis

COMMUNICATIONS

In order to reach your audience you need to recognise the most appropriate form of communication. Not only do you need to think about the right media but you also need to give proper consideration to the content – the message and structure – of the communication.

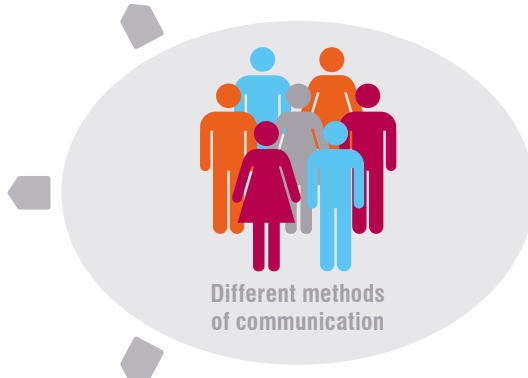
Speak to your branch about the communications they currently have with members and ask if you can help improve them in any way. If communications aren't reaching all of the members, then that needs to be addressed. What can you do?

One-to-ones

Having a conversation allows you to easily challenge misconceptions. Time-consuming but very effective.

Meetings

Set up meetings with other young workers. This is good for bringing people together, discussing issues and making decisions. Think about appropriate venues, time, formality. Also remember to seek help from the branch.



Electronic communication

Use email to send out bite size information, to reach a wider audience. Facebook can be used for spreading information and generating discussion. Twitter is great for alerting people to sources of information. If you know how to create one then a webpage is another way to spread information and attract new members.

Phone calls

Calling people is a useful way to stay in touch on a personal level. Ask your branch if you can use the phone in the office if you can't use your own.

Skype

Skype is an effective way to communicate with people in different localities. It can be used to hold meetings with new activists across sites.

Powerpoint

An effective way to present a subject in a more formal setting.

Surveys

If you can't reach everyone, surveys are a good way to see how members view the union and can be used to gain feedback and response on a subject.

Leaflets

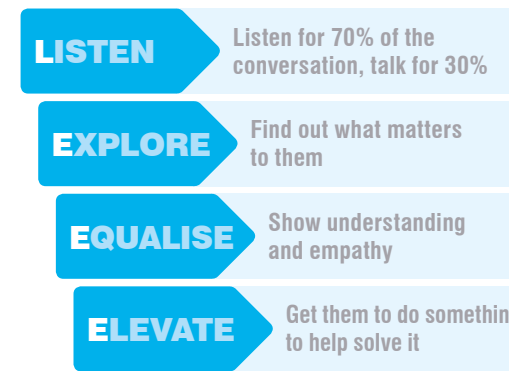
Designing a leaflet is an effective way to communicate with a large audience and have a one-to-one interaction. A leaflet needs to allow pause for thought. Try out new ideas, but keep it direct.

Communication techniques

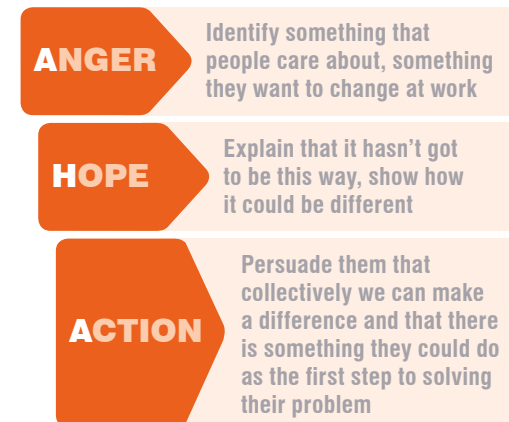
Choosing the most appropriate media is one thing but you also need to be aware of your message, especially if you are trying to inspire people to take some form of action. That means thinking about the issues that your audience will care about and appropriate language (it is very easy to slip into union jargon for example).

You also need to think about how you construct your argument – two ways you can do this are shown below. The LEE model is particularly effective for one-to-one communication where you can tailor your argument around an issue an individual feels strongly about. On the other hand, the AHA model can be useful when you are constructing written communications.

The LEE model



The AHA model



If you have any questions about how to use these models then you can always contact a member of the national organising team through your local branch.

Planning your communications - Key steps

1. Issue

Is there an issue to bring everyone together? Is it widely felt, deeply felt and winnable? If so, it can be used to recruit members and inspire activists.

2. Research

It is important to investigate how best to reach the target audience. This can be done via surveys, measuring responses to different forms of communications, and levels of interaction.

3. Analysis

There is no point of doing your research if there is no analysis of the results. This will help you form a plan and pave the pathway to the next steps.

4. Plan

When forming a plan, it is important to consider the time it will take and the resources you will need. Think about why you are doing it so you remain focused on the goals i.e. what is the action, what is its purpose, and the intended outcome. You should also bear in mind an exit strategy in the event the plan doesn't work out.

5. Implement

Get the help you need and make sure they are equipped to do so.

6. Evaluate

Did it work? If not, why not? What would you change for next time?

CONCLUSION

It is clear that there is a need for change and new strategies when it comes to organising young workers, so it is vital that this booklet is used by young activists and the branch to engage new young workers.

It is not enough having a youth officer in place and thinking that is as much as we need to do, there needs to be a pool of young activists feeding into the branch structure and we need to find new places for them to fit.

In addition, it is worth reiterating that CWU Youth promotes the interests of young workers in and out of the workplace. Each year they hold a National Education Event (NEE) and an Annual Youth Conference. The NEE is over a weekend, with a packed agenda including workshops about serious issues going on outside the union such as the environment, world events and politics. National officials of the union are there to meet and answer any questions including a T&FS Industrial section where key issues are addressed by young workers.

It is a great event to meet people and learn about the union and other campaigns that the union supports. There is also a 'mock' conference which allows delegates to become used to standard rules and proceedings in preparation for Youth Conference.

Youth Conference is where our young members can directly influence union policy. The motions debated are directed to the CWU Youth Committee and they have to adopt anything that has been agreed on the floor. Each branch can submit one motion on any subject to Conference.

It is crucial that branches send as many young activists as they can to these events so that they can build knowledge, skills and confidence.

The CWU Youth events also build networks which are essential for new activists as they provide additional forms of support. Furthermore, the Regional Youth Committees feed into the CWU Youth structure and they need to be well attended by branches across the region. The Committee meets quarterly and discusses issues affecting young workers. By using all these resources we can effect change and start to build an inspiring future.

There are many reasons for improving our organisation of young workers, and many different ways for getting them involved. Not only does the future of our union depend on our young workers, we will be a better, fairer and stronger organisation today through their engagement. We can come up with excuses and argue that we have other priorities but ultimately there is no alternative – let's seize the initiative now.

Useful links and online resources

CWU Youth

www.cwuyouth.org

CWU Education (information on different courses)

www.cwu.org/cwu-education.html

Young Workers Month

www.youngworkersmonth.org

Alex White – Five ideas for union recruitment of young people

alexwhite.org/2013/06/five-ideas-for-union-recruitment-of-young-people

Stronger Unions Blog – TUC Young Workers Month

strongerunions.org/2014/03/02/tuc-young-workers-month

TUC Young Workers

www.tuc.org.uk/about-tuc/young-workers

Unions21 – Building unions for the 21st century

www.unions21.org.uk

UNI Global – A group of unions coming together in Europe

www.uniglobalunion.org/groups/uni-youth

Inspiring, empowering and making a difference

STRENGTHENING TODAY, PROTECTING TOMORROW

You may never know what results come of your actions, but if you do nothing, there will be no results.

MAHATMA
GANDHI

Change will not come if we wait for some other person, or if we wait for some other time. We are the ones we've been waiting for. We are the change that we seek.

BARACK
OBAMA

Circumstances are the rulers of the weak; they are but the instruments of the wise.

SAMUEL
LOVER

By failing to prepare, you are preparing to fail.

BENJAMIN
FRANKLIN

The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.

ALBERT
EINSTEIN

Don't be one of those who don't want others to be empowered. Share information. Try to make the next person, smarter.

STEVE
MARABOLI

The man who moves a mountain begins by carrying away small stones.

CONFUCIUS

I said "Somebody should do something about that." Then I realised I am somebody.

LILY
TOMLIN