

WORKERS TOGETHER

PLAYBOOK

**YOUR GUIDE TO ELECTING
PRO-WORKER POLITICIANS
AND WINNING FOR WORKERS**





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WHY PARTNERING WITH UNION SAVINGS MATTERS

Every day, workers across Canada are forced to make tough choices—whether it's between paying the bills, buying groceries, or saving for their families' futures. Union Savings understands these challenges because they've built their mission around helping workers and their families stretch their dollars further. That's why they're a natural partner for the *Workers Together* campaign.

Union Savings is sponsoring political action conferences across the country, uniting workers to tackle the affordability crisis and drive change. These events provide workers with the tools and resources to strengthen their communities and create a better future.

As Canada's only not-for-profit, union-run member discount program, Union Savings complements collective bargaining efforts by delivering real, tangible savings that go beyond negotiated wages and benefits. By offering exclusive discounts on essentials like insurance, travel, and home goods, Union Savings helps workers, and their families, achieve financial relief and stability. These programs add value to what unions already do, showing the strength of collective action both in and out of the workplace.

If your union is already part of Union Savings, you know how their programs can make a difference for your members. If not, we encourage your union to sign up and help expand these benefits to more workers across the country. The more unions that participate, the stronger our collective impact becomes.

This partnership is grounded in shared values: both Union Savings and *Workers Together* are committed to meeting workers' immediate needs while advocating for broader change. Together, we're addressing affordability today and building a future where workers have the tools, resources, and power to thrive.

Join us in this important work. Sign up for Union Savings, get involved with the *Workers Together* campaign, and let's make life better for workers everywhere.



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INTRODUCTION

Are you ready to shake things up and elect a government that works for workers?

The *Workers Together Playbook* is packed with the tools, tips, and tactics you need to get started – from canvassing, to telling your story in the media, and everything in between.

By getting involved in our communities, spreading the word, and showing up at the polls, we can put workers' issues on the agenda and worker-friendly candidates in office. When workers come together and make our voices heard, we can't be ignored.

Let's get to work!

YOUR UNION, YOUR RULES.

This playbook is filled with strategies to win for workers, but every union is unique. Adapt the ideas to fit your union's specific needs.

Here are some ways to make it work for you:

1. Use your union's logos, colours, and branding to make the campaign your own.
2. Highlight your union's past victories in messaging to remind your members of the impact you've already made together.
3. Identify key issues that your members care about – whether it's affordability, health care, housing, or workers' rights – and put these topics at the heart of your campaign. Share real stories from your members to humanize the issues and drive action.
4. Build a strong campaign team within your union to plan events and mobilize members. They can also organize training sessions tailored to your union's needs, using this playbook as a guide.
5. Make your union's presence felt at rallies, events, and in the community – bring banners, wear swag, and encourage members to invite their families and friends to show the strength of your union and reinforce solidarity among local workers.
6. Partner with other unions or community groups to share resources and maximize your impact while letting your union's unique identity shine.



WORKERS TOGETHER

FOR A BETTER FUTURE

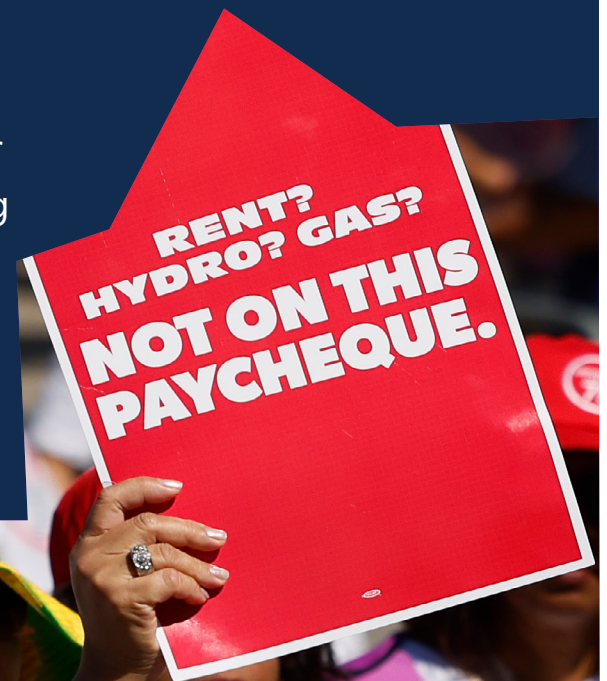


USING OUR MESSAGING

The *Workers Together* campaign messaging is designed to help you inspire action and build connections with workers. Our messaging is about centering workers' struggles, highlighting solutions, and showing the power of workers coming together.

In the next few pages, you'll find draft messaging. Your job is to weave it into everything you do, whether it's a press release, a social media post, a rally speech, or a conversation with workers at a labour canvass, lunch and learn, or another event. These messages form the basis of how you talk about the campaign, but you might need to adapt them depending on the context and your audience. Keep your messaging simple, relatable, and worker focused. Highlight how *Workers Together* is tackling issues like corporate greed and affordability, and always include a call to action.

When used consistently, this messaging shows workers that they're not alone – and that together, we can build a better future.



KEY MESSAGES

Key messages are words that help tell your story. They should clearly outline the problem, our solution, and what we're fighting for. They help us stay consistent and focused, whether we're speaking, writing, or connecting with others.

THE PROBLEM

- Big and wealthy corporations – like Big Pharma, Big Insurance, and grocery giants – hike prices on the things we need, raking in record profits while working families struggle.
- Politicians should stand up for workers – not stand against us. We need to demand our politicians hold these greedy corporations to account.
- Instead of tackling corporate greed, Poilievre's Conservatives fight against measures that would make life more affordable for working families. They push to cut the services we rely on, like pensions and Employment Insurance.

OUR SOLUTION: WORKERS TOGETHER!

Workers across Canada are coming together to tackle corporate greed, make life more affordable, and hold anti-worker politicians accountable.

- We're the teachers shaping future generations, tradespeople building our communities, caregivers supporting our families, hospitality workers creating memorable experiences, and hardworking individuals in sectors across Canada.
- Our goal is to bring together over 3 million workers, in unions, in workplaces, and in our communities to demand the respect we've earned and a better future for all.
- Together, we'll hold big corporations and politicians accountable. We'll track voting records, expose anti-worker politicians, and mobilize workers in our communities to vote for candidates who will fight for workers and our families.

WHAT WE'RE FIGHTING FOR

We're fighting for bold policies that will make life better for all workers:

- Immediate action to slash grocery bills and make essentials affordable
- A return to government-built affordable and social housing
- Expanded public health care, including Pharmacare for all
- Good, sustainable union jobs that address climate change
- Improved public transit to ease our commutes and help our environment
- A stronger safety net, including better Employment Insurance and public pensions



ALL ABOUT WORKERS' ISSUES

Workers are facing an affordability crisis, threats to public health care, and a lack of support and job security. It's time for bold solutions that put working people and their unions at the forefront. These messages don't just highlight the problems, they show how workers and their unions are the driving force behind change. Use them to connect with your members on the issues that matter most.

MAKE LIFE MORE AFFORDABLE

We're fighting for you and workers like Donald, a security guard who has nothing left after paying for his rent, phone, internet, bus pass, and medications. It's impossible to make ends meet when everything keeps going up. Workers deserve support to build a good life. Right now, working people are struggling with an affordability crisis while big companies rake in record profits. And across the country, anti-worker politicians are making it harder for regular people to make ends meet.

WE'RE CALLING FOR:

- Fair wages and stronger income supports
- Affordable housing for all
- Action to lower grocery prices
- Protection from corporate price gouging
- Strong public services to bring down out-of-pocket costs

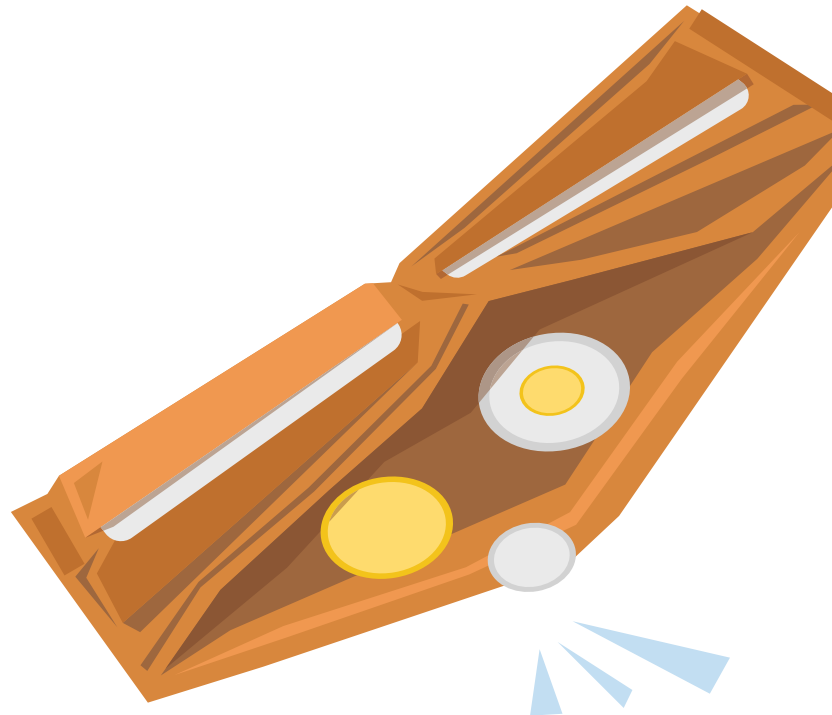
KEY MESSAGES:

- **Corporate greed is driving the affordability crisis.** Big corporations are boosting their profits at our expense. They're hiking prices on essentials like groceries, while those at the top get richer.
- **Workers are being squeezed from all sides.** Our wages can't keep up with rising costs for housing, food, and other essentials.
- **Anti-worker policies are weakening our bargaining power and social supports.** Conservatives fight against measures that would make life more affordable. We need leaders who will support workers, tackle corporate greed, and lower prices on the things we need.
- **Affordable housing is a right.** Everyone deserves a safe, affordable place to call home. The government needs to get back to building affordable, public housing and must protect renters from unfair rent hikes and evictions.
- **Strong public services will save workers money.** We're fighting for expanded public care systems and affordable, reliable public transit so we can get around without breaking the bank.
- **No one should fall through the cracks in our social safety net.** We demand better Employment Insurance, improved disability benefits, and support for young workers entering the workforce.

PROOF POINTS:

- Rent is rising faster than it has in forty years. That's longer than most millennials have been alive!
- Almost 1 in 5 families can't reliably access the food they need. That's like every fifth house on your street. Indigenous families are most impacted.
- As inflation rose, big corporations inflated prices to grow their profits. Now grocery prices are 23% higher than before recent increases to inflation.

By coming together under *Workers Together*, we can push for policies that put people before profits. It's time for fair wages, affordable housing, and protections from corporate greed.



STRENGTHEN PUBLIC CARE

We're fighting for you and workers like Carolanne, who is being evicted from her home at 73 years old, with no long-term facilities available. Her pension doesn't stretch to cover the high cost of private retirement homes. Workers deserve a strong public care system that puts people first. But too many can't access the medical care or medications they need, and parents continue to struggle to find affordable, quality child care. For decades, governments have weakened our care systems and now public care is under threat from corporate interests and anti-worker politicians.

WE'RE CALLING FOR:

- Universal public Pharmacare
- Expanded public dental care
- Expanded access to \$10-a-day child care
- Solutions to the health care worker shortage
- Universal public long term care
- Universal public mental health care

KEY MESSAGES:

- **Corporate greed is harming our healthcare system.** Big corporations are putting profits over people's wellbeing.
- **We need to expose politicians who support privatization and for-profit care.** Across the country, Conservatives want to privatize health care, increasing costs and making it harder to access the care we need.
- **Public health care is essential for all workers and families.** We need a strong, universal public health care system that serves everyone, not just those who can afford to pay. Private, for-profit care only makes the crisis worse by increasing costs and wait times.
- **We can support workers by ensuring all families can access the care they need.** With affordable, public child care and public health services that meet peoples' needs, we can create a system that supports everyone, regardless of income.

- **Invest in care for a better future.** A strong public care system – that includes Pharmacare, dental care, long-term care, child care, and mental health services – is an investment in our communities and economy.
- **We're uniting workers from all sectors to defend and improve our health care system.** Together, we can expose anti-worker policies, support politicians who stand with workers, and push for programs that prioritize people over profits.

PROOF POINTS:

- More than 1 in 4 Canadians cut back on essentials or go into debt to afford medication.
- Governments are spending less on care now than they did fifteen years ago.
- For-profit care worsens staffing shortages, increases costs, and can lead to upselling and unnecessary procedures to boost profits.

By coming together under *Workers Together*, we can build a health care system that truly serves all Canadians, not just wealthy corporations. It's time to put workers' health before corporate wealth.

SUPPORT WORKERS

We're fighting for you and workers like Sherry, who has been a care worker for over 27 years and hasn't seen a raise in at least seven years. Meanwhile, her workload just keeps going up. Workers deserve an economy that truly values and supports the people who keep it running. Right now, too many workers are struggling with job instability, inadequate benefits, and a lack of protections. It's time to build a system that puts workers first.

WE'RE CALLING FOR:

- Employment Insurance that workers can rely on
- Fair wages and better working conditions for care workers
- Action to make it easier to unionize
- Protections against anti-worker tactics
- Investments in good, sustainable jobs

KEY MESSAGES:

- **Workers deserve support during tough times.** Our current Employment Insurance system leaves too many workers behind. We need to expand and improve EI so it's there when workers need it.
- **Care work is essential work.** Care workers are the backbone of our communities, yet they're often undervalued and underpaid. We're fighting for fair wages, better working conditions, and recognition of the important role of care workers in our society.
- **Unions make life better for all workers.** We're pushing to make it easier to unionize, so all workers have the power to negotiate for better wages, benefits, and working conditions.
- **It's time to fight back against anti-worker tactics.** Too many workers face misclassification as contractors or get trapped in precarious jobs. We demand protection against bosses that undermine workers' rights.
- **Good jobs are good for our communities.** We're calling for action to make sure good union jobs are at the heart of Canada's plan to tackle climate change, to give workers and our communities the support and stability we need.

PROOF POINTS:

- Only 2 in 5 workers can access EI benefits when they need them and fewer than 2 in 5 workers have a pension.
- Nearly half of Canadians live paycheck to paycheck.
- Recent polling shows that a majority of Canadians see major barriers to joining or starting a union, rising to 82% among those under 30. Most people believe the government should end these barriers.

By coming together under *Workers Together*, we can transform our messaging into action and build an economy where all workers are valued, protected, and able to thrive. It's time to take these conversations, connect with others, and ensure that working people come first—always.

HAVING TOUGH CONVERSATIONS

To win these fights, we need to bring more people into the movement. That means having tough conversations.

As we work to make sure our governments support workers, it's going to mean that as activists we need to reframe and redirect conversations away from scapegoating communities and refocus on the real issues facing working people and their families. Solidarity Skills, developed by Kai Lai of the United Steelworkers, are essential skills to help you handle tough conversations. With some hard work, we can build the power we need to secure the support workers deserve – one conversation at a time.



SOLIDARITY SKILLS

FRAMING THE ISSUE

This skill engages others in discussion without triggering defensiveness. Use clear, specific, and neutral language that looks forward and doesn't favour one side. For example, instead of saying "You never respond to my emails", frame it as "how we communicate with each other."

BODY LANGUAGE

Controlling your body language helps keep things calm during tough conversations. Face the speaker, look at the speaker with calmness and openness, nod attentively, and use encouraging phrases like, "I see" or "I understand."

ASKING OPEN-ENDED QUESTIONS

To gain more information and help others feel heard, ask questions that can't be answered with a simple "yes" or "no." For instance, "How does this make you feel?"

SUMMARIZING AND RESTATING KEY POINTS

This skill helps emphasize important information and shows the other person they're being heard. Periodically summarize the main points and check for accuracy. For example, "From what you've said, you wanted the local to take more action, you're frustrated because even though they're trying their best, some people keep disrupting meetings. Is that right?"

REFLECTING EMOTIONS AND EXPRESSING EMPATHY

Acknowledge the other person's feelings to defuse strong emotions and keep the discussion on track. Name the emotion and ask for confirmation: "You felt betrayed when you heard about the rumour. Is that how you feel?"

UNDERSTANDING AND VALUING INTERESTS

This skill helps uncover underlying issues in a conflict. Be curious and ask questions to understand the other person's interests fully. For instance, "Underneath everything, it seems you're really looking for respect. Would you say that's true?"

GENERATING OPTIONS AND CHOOSING SOLUTIONS

To resolve conflicts, brainstorm possible solutions together, no matter how unrealistic they may seem. Then, assess and choose options that meet both parties' interests. Ensure all details are clear and, if appropriate, document the agreement.

SETTING LIMITS AND TAKING ACTION

When other skills aren't effective, respond assertively by describing the problematic behavior, its impact, and providing a warning with consequences. For example, "You interrupted after you asked me to explain something to you. Interrupting means that I can't give you the information you need. If you continue to interrupt, I will take it that you don't actually need the information you say you want."

By working on these skills, you'll be better equipped to handle tough conversations and build stronger solidarity with other workers and within your union. Try it out!



HOSTING EVENTS

Bringing workers together is key to building our movement. Our *Hosting Events* guide will help make your events a success – so we can get to work creating a future where working families thrive.

KITCHEN TABLE PARTIES

Kitchen table parties are a fun way to gather friends, co-workers, and neighbours to discuss important worker issues and build support for pro-worker candidates in the upcoming election.

Let's make our voices heard while enjoying some great company!

HOW TO ORGANIZE

- 1. Choose a comfortable spot:** Whether at home or online, pick a location where people will be comfortable.
- 2. Invite your crew:** Aim for 5-12 participants who care about workers' rights.
- 3. Prepare discussion materials:** Have some key points ready to guide the conversation.
- 4. Don't forget the snacks!** If you're meeting in person, bring chips, cookies, or whatever treats will keep everyone energized and engaged.

GET THE PARTY STARTED

- 1. Welcome and introductions:** Kick things off with friendly hellos and maybe a fun icebreaker!
- 2. Explain the purpose:** Share why you're gathered – this is about making a difference for workers. Introduce the *Workers Together* campaign.
- 3. Select a moderator and note-taker to keep things on track.**
- 4. Discuss key questions:**
 - a.** What are the biggest issues facing local workers? How can *Workers Together* address these?
 - b.** Who are the pro-worker candidates running in the upcoming election? What do we know about their platforms and track records on workers' issues?
 - c.** How can we get more workers involved to help elect pro-worker politicians in our community? Capture ideas and assign tasks together.
 - d.** How can we communicate the importance of electing pro-worker candidates?
 - e.** What local organizations or unions could we partner with to amplify our message and get out the vote?
 - f.** What specific actions can each of us commit to taking in the next month to advance the *Workers Together* campaign locally? Capture these and make plans to follow up.

- 5. Identify next steps:** Capture ideas and assign tasks together.

DISCUSSION GUIDELINES

Encourage respectful dialogue and make sure everyone has a chance to speak. Use a timer if needed to keep discussions balanced.

Important: Invite attendees to join *Workers Together* by visiting workerstogether.ca or texting WORKERS to 55255

SAMPLE INVITE

"Hi [Friend's Name], you're invited to a *Workers Together* Kitchen Table Party!
Date: [Insert Date]
Time: [Insert Time]
Location: [Insert Address/Link].
Join us for snacks and discussions about how we can support pro-worker candidates in the upcoming election! Reply to RSVP."

AFTER THE MEETING

Follow up with participants to thank them for taking part.

SPREAD THE WORD!

Share photos, video clips, or highlights from your Kitchen Table Party to inspire others to host their own. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clctc.ca so we can amplify them for you.

Let's come together, share ideas, and take action for a future where working families thrive!

PHONE BANK

Phone banking is an opportunity for volunteers to connect with potential supporters through phone calls. It's a direct way to engage, inform, and motivate people to take action for pro-worker candidates. When you have a meaningful conversation with someone, you're more likely to persuade them to vote or take action. And that's what phone banking is all about!

HOW TO ORGANIZE

- 1. Set clear goals:** Define your purpose – are you mobilizing voters, recruiting volunteers, or fundraising? Set targets for the number of calls to make.
- 2. Build a contact list:** Use your campaign's database to ensure you have accurate phone numbers and relevant information.
- 3. Choose the right tools:** Use phone banking software like [CallHub](#) for easy tracking and autodialling, or a simple spreadsheet for smaller efforts where you will manually dial numbers and log results.
- 4. Recruit and train volunteers:** Provide scripts and training so everyone feels confident making calls.
- 5. Set the ~vibes~:** Create a welcoming atmosphere with snacks and music and use tools like Zoom to build a community vibe for virtual events – let volunteers ask questions, share updates, and celebrate successes together.
- 6. Track results:** Encourage volunteers to log the outcomes of each call (e.g., left voicemail, supporter, undecided) and use this data to follow up or gauge impact.

PHONE BANK SCRIPTS

Scripts are essential for effective communication. Here are some types you might need:

- **Volunteer recruitment script:** Guides callers in recruiting new volunteers.
- **Voter persuasion script:** Helps convince potential voters to support a campaign, candidate, or issue.
- **Get Out the Vote (GOTV) script:** Encourages voters to participate in the election process.
- **Issues/voter ID script:** Helps to identify the issues people care about or who they plan to vote for.

SAMPLE SCRIPT - VOTER PERSUASION

"Hi, my name is [Caller Name], and I am calling on behalf of [Pro-Worker Candidate Name]'s campaign.

I'm calling today to talk to you about [Pro-Worker Candidate Name] and their plan to fight corporate greed and get a better deal for working people.

[Pro-Worker Candidate Name] believes that our government should put people before profit, and invest in public services, affordable housing and good, unionized jobs to make life more affordable for workers and their families.

We need someone in government who will work hard to make our community a better place to live, and that's exactly what [Pro-Worker Candidate Name] will do. Can we count on your support to help [Pro-Workers Candidate Name] win this election?"

SPREAD THE WORD!

Share photos, video clips, or highlights from your phone bank to inspire others to host their own. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clccctc.ca so we can amplify them for you.

Every call counts. Together, we're building a pro-worker movement that brings real change to our communities. Let's make those phones ring!

LABOUR CANVASS

Labour canvassing is all about getting out there and connecting with people face-to-face about the issues that matter most to working people. When we knock on doors, we show up as neighbours who care, ready to make a difference together.

HOW TO ORGANIZE

- 1. Plan your route:** Have a clear idea of the area you'll cover. Use a map or an app to stay organized.
- 2. Bring what you need:** Pack flyers or handouts from the *Workers Together* campaign with clear information, a sign-up sheet for those interested, and a clipboard and pen. And don't forget a comfortable pair of shoes!
- 3. Team up if you can:** Going with a buddy makes it more fun and helps you reach more people.
- 4. Smile and be yourself:** A friendly hello goes a long way! Introduce yourself as a neighbour and worker who cares about making life better for everyone.

SAMPLE DOORSTEP SCRIPT

Knock knock!

"Hi there! My name is [your name], and I'm with the Workers Together campaign. We're reaching out to people in the neighbourhood to talk about what we can do to make life more affordable for working people. Prices keep going up and it feels like our paycheques can't keep up. Do you have a minute to chat?"

If they're interested:

"Thanks! This campaign is all about bringing real change for workers like us. We're fighting for fair pay, secure jobs, and basics like affordable housing and food."

- **Workers leading the way:** *"This isn't just another campaign. It's being driven by real workers, people just like you, who are standing up for fairness, respect, and better working conditions."*
- **Taking on corporate greed:** *"We're here to expose the corporations and politicians who keep putting profits over people. That's got to change, and we're making sure it does."*
- **Building real change:** *"Together, we're working to elect politicians who actually care about workers. Every voice makes a difference."*

Make it personal:

"Are there any issues you're dealing with right now? Are rising rents or grocery costs affecting you?"

Listen to their concerns:

Take a moment to listen and relate what they're saying back to the campaign's focus.

Wrap-up and call to action:

*"Thanks so much for sharing what's on your mind. If you'd like to join us, you can sign up to stay connected by texting **WORKERS to 55255**. We're also hosting events and actions to keep the momentum going. Even small steps – like sharing a post or signing a petition – help us make a big impact."*

AFTER EACH CONVERSATION

- 1. Take notes:** Jot down any important points they shared or if they showed interest in joining events.
- 2. Stay connected:** Follow up with those who want updates or seemed especially interested.

SPREAD THE WORD!

Share photos, video clips, or highlights from your labour canvass to inspire others to host their own. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clctc.ca so we can amplify them for you.

Every conversation counts. Together, we're building a pro-worker movement that brings real change to our communities – one doorstep at a time!

DEBATE WATCH PARTY

A debate watch party is a great way to bring people together, spark conversations, and keep the focus on worker issues. Here's your step-by-step guide to making your watch party a hit!

HOW TO ORGANIZE

- 1. Set the date and time:** Make sure everyone knows when the debate is happening.
- 2. Choose your venue:** Host at your home, in a community space, or even virtually.
- 3. Spread the word:** Use editable posters, texts, emails, or social media to invite your crew. The more the merrier!
- 4. Prep your tech:** Ensure you have a reliable TV or streaming setup.
- 5. Create the atmosphere:** If you're meeting in person, set up posters, banners, or *Workers Together* swag.
- 6. Snacks:** Keep it simple or go themed – popcorn, chips, or whatever gets people in the mood to focus and engage. Virtual party? Encourage people to have their own snacks at home!

Download and print your own bingo cards here!



GET THE PARTY STARTED

- **Welcome and introductions:** Kick things off with friendly hellos and maybe a fun icebreaker!
- **Explain the purpose:** You'll be watching, taking notes, and discussing together after the debate to hold politicians accountable and make sure workers' voices are heard. Plus, there's a bingo card game to keep things lively!

THE BINGO CARD CHALLENGE

Play bingo while watching the debate! Here's how:

- 1.** Give each person a bingo card filled with phrases or actions politicians might say or do. When you hear or see something on your card, mark it off.
- 2.** First person to get a straight line (horizontal, vertical, or diagonal) shouts "BINGO!" and wins!

AFTER THE DEBATE

Discuss what you heard and saw. Here are some sample questions:

- 1.** What stood out about the candidates' positions on worker issues?
- 2.** Did they make any promises? Do we trust them?
- 3.** How did they address (or avoid) the issues that matter most to us?

SPREAD THE WORD!

Share photos, video clips, or highlights from your debate watch party to inspire others to host their own events. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clctc.ca so we can amplify them for you.

Every debate watch party helps hold politicians accountable. Let's make sure workers' voices are heard loud and clear!

LUNCH AND LEARN

Hosting a lunch and learn is a great way to bring workers together at work! It's simple, low-key, and a chance to talk about real issues we're all facing. Here's how to make your lunch and learn a success!

HOW TO ORGANIZE

- 1. Set the date and time:** Lunchtime is best – pick a time that works for everyone's schedule, and plan more than one if shifts vary.
- 2. Choose your location:** Find a comfortable place like the lunchroom, break area, or any nearby space where everyone can chat.
- 3. Spread the word:** Keep it casual! Use posters, flyers, emails, or just invite coworkers directly. Let them know it's a chance to learn more about joining the fight for better wages, rights, and working conditions.
- 4. Bring what you need:** Pack flyers or handouts from the *Workers Together* campaign with clear information, stickers, postcards, and a paper or digital sign-up sheet for those interested.
- 5. Snacks:** Food always helps! Bring light snacks or drinks to make your lunch and learn welcoming.

GET STARTED

- 1. Kick things off with a friendly welcome.**
- 2. Share the key points:**
 - a. Workers leading the way:** This campaign is about real workers like you coming together to push for fair pay, secure jobs, and a cost of living that doesn't break the bank.
 - b. Exposing corporate greed:** We're calling out corporations and politicians who prioritize profits over people.
 - c. How we win:** Together, we're building the power to elect politicians who put workers first – and hold those who don't accountable.
- 3. Encourage engagement by asking open-ended questions:**
 - a.** "What's been the hardest part about making ends meet lately?"
 - b.** "What changes are you seeing at work or in your community that concern you?"

- c.** "What would make a real difference for you right now?"

- 4. Explain how *Workers Together* is fighting for solutions to these problems.**

- 5. Keep the energy up:** Remind everyone they're not alone and that, together, we have the power to make real change.

AFTER THE DISCUSSION

- 1. Provide easy actions to take:**

- a. Sign up:** Have everyone text WORKERS to 55255 to stay connected.
- b. Share local events:** Let them know about rallies, canvassing, and other actions they can join.

- 2. Wrap up with a clear call to action**

"We've got a lot of work ahead, but if we stick together, we can win the fight for fair wages, affordable living, and a better future. Let's take action today – who's with me?"

- 3. Follow up with interested workers:** Keep conversations going so workers feel heard and know their voices are shaping the campaign. Send more information, invite them to future events, and keep them engaged.

SPREAD THE WORD!

Share photos, video clips, or highlights from your lunch and learn to inspire others to host their own events. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clctc.ca so we can amplify them for you.

Reaching workers where they are is what *Workers Together* is all about. Let's build a pro-worker movement – one lunchroom at a time!



YOU HAVE A PLAN – NOW YOU NEED PEOPLE!

Volunteers bring energy, dedication, and people-power – whether it’s knocking on doors, phone banking, or helping reach people online. Here’s how to get them on board:

1. TAP YOUR NETWORKS

Start with friends, family, colleagues and fellow activists. Encourage supporters to mobilize their own connections. And don’t forget: Personal asks beat mass invitations every time!

2. GET SOCIAL!

Create shareable, eye-catching posts, hashtags, and short videos with clear calls-to-action to spread the word and recruit digital volunteers.

3. HOLD INFO SESSIONS

Host online or in-person meetings people can learn more about the campaign and roles, ask questions, and sign up to volunteer. This is particularly effective for digital outreach, but it can also inspire people to get involved in person.

4. CREATE A SUPPORTIVE ENVIRONMENT

Not everyone is comfortable with door knocking or phone banking. Offer a range of roles so people can get involved. Once people sign up, a smooth onboarding process, regular check-ins, and celebrating wins keep volunteers engaged and fired up.



STORYTELLING IN THE MEDIA

Ready to make some noise and get your message out there? Our guide will help you tell your story in the media.



HOW TO HOLD A PRESS CONFERENCE

A press conference is your chance to share big news, make important announcements, and get your message out to a wide audience.

HOW TO ORGANIZE

- 1. Pick your moment:** Choose a date and time that works for both you and the media. Avoid clashing with other big news events – you want the spotlight all to yourself!
- 2. Location, location, location:** Find a spot that's easy to get to and looks great on camera. Think good lighting, clear sound, and comfortable seating.
- 3. Prep your press kit:** Put together a package of information for journalists – press release, fact sheet, speaker bios and headshots, and some eye-catching visuals.
- 4. Invite the media:** Build your media list and send out media advisories. Don't forget to follow up – a little persistence goes a long way!
- 5. Check your equipment:** Make sure you have everything you need, like microphones, a podium, a projector, and test that everything works!
- 6. Prepare your speakers:** Pick 2-3 speakers with expertise or authority who can deliver your message. Diversity is key – let's show all the faces of our movement!
- 7. Practice makes perfect:** Prepare and rehearse opening statements and talking points and practice handling potential questions from the press.

AFTER THE EVENT

- 1. Send a press release:** Send out the press release and key materials to the media list.
- 2. Share highlights from the event:** Share photos and videos with media and on social media.
- 3. Send thank you notes:** Thank journalists for attending and provide contact information for follow-up questions.

Press conferences are a great way to tell your story and build our *Workers Together* movement. Let's make them count!

MEDIA TRAINING AND KEY INTERVIEW TIPS

Speaking to the media can feel intimidating, but it's also a powerful opportunity to amplify the *Workers Together* message and build relationships with journalists. Here's how!

HOW TO PREPARE

- 1. Know your goal:** What's the main takeaway you want the audience to remember?
- 2. Craft your key messages:** Stick to 2-3 memorable points that are easy to understand and get your message across.
- 3. Build your message triangle:** For each point, gather evidence, anecdotes, or statistics to support your narrative.

MASTER THE BASICS

- 1. Keep it simple:** Use plain language and ditch the jargon. Speak clearly and try to avoid filler words like "um" and "uh."
- 2. Speak in soundbites:** Aim for 10-15 second quotes that will make headlines.
- 3. Stay positive:** Instead of "We don't want privatization," try "We're fighting for stronger public services!"

TACKLING TRICKY QUESTIONS

- 1. Stay calm:** Avoid getting defensive or worked up.
- 2. Practice bridging techniques:** Steer the conversation back to your key messages, with phrases like:
 - a.** "That's a great question, and what's important to focus on is..."
 - b.** "While that's one perspective, what we know is..."
 - c.** "Let me put this in context..."
- 3. Don't speculate:** If you don't know, say so, but promise to follow up if necessary.

MANAGING NERVES

- 1. Breathe:** Take deep breaths to calm yourself before the interview.
- 2. Pause:** It's okay to take a moment to gather your thoughts before answering.
- 3. Ask for clarification:** Didn't quite get the question? Feel free to ask the reporter to repeat or clarify the question.
- 4. Practice:** Rehearse with a colleague or record yourself to refine your delivery.

LOOK LIKE A PRO

- 1. Appearance:** Wear solid colours (avoid busy patterns), and make sure your clothing is professional but not distracting.
- 2. Maintain eye contact:** Look at the interviewer or the camera, not the floor or ceiling.
- 3. Posture:** Sit or stand up straight, and keep your arms uncrossed.
- 4. Tone:** Be enthusiastic, but natural. Avoid sounding rehearsed or monotone.
- 5. Background:** For remote interviews, ensure your setting is clean and professional.

AFTER THE INTERVIEW

- **Follow up:** Provide additional information or corrections if needed.
- **Debrief:** Reflect on what went well and what can be improved for next time.

Every interview is your chance to spread the *Workers Together* message and build trust. The more you prepare and practice, the more effective you will be!

CAPTURING GREAT PHOTOS AND VIDEOS

Ready to capture the moment? This guide will give you the tips you need to create high-quality photos and videos that tell your *Workers Together* story.

PHOTO TIPS

- 1. Background matters:** Keep it clean and uncluttered to avoid distractions.
- 2. Frame it right:** Get close to your subject to eliminate unnecessary empty space. Avoid using the zoom feature on your camera.
- 3. Light it up:** Natural light is your best friend. Ditch the flash!
- 4. Get on their level:** Eye-level shots create a more personal and relatable photo.
- 5. Experiment:** Try different angles – get low for powerful shots, go high to make the subject look approachable. Don't be afraid to go candid – catch those spontaneous moments of workers in action!

VIDEO TIPS

- 1. Get steady:** Use a tripod, if possible, for stable, professional looking videos. If you don't have a tripod, hold the camera or phone with both hands and keep your elbows close to your body to minimize shaking.
- 2. Soundcheck:** Clear audio is crucial. Find a quiet spot or speak close to the mic. Remember to record a short clip to ensure voices are clear and not too loud or soft.
- 3. Lights, camera, action:** Keep the lighting consistent throughout your shoot.
- 4. Speak naturally:** Encourage subjects to talk slowly and clearly.
- 5. B-roll:** Capture additional shots (e.g., close-ups, surroundings) to enhance storytelling during editing.
- 6. Add subtitles:** Subtitles will help improve accessibility and engagement.
- 7. Short and sweet:** Short videos tend to get higher engagement.

SPREAD THE WORD!

Share photos and video clips on social media to get your message out. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clctc.ca so we can amplify them for you.

Capturing great photos and videos takes practice, but by applying these tips, you'll create content that resonates with your audience. Grab your camera and let's show what *Workers Together* is all about!



SUPPORTING PRO-WORKER CANDIDATES

By raising awareness about pro-worker candidates, we can make sure workers across Canada know which politicians will fight for them. We're not just promoting individuals – we're building a movement that puts working people first!

MAINSTREETING AND PLANT-GATING

Mainstreeting and plant-gating are about showing up where workers are – whether it’s a busy street, market, or right outside the workplace. By going directly to workers, we can build support, hear real concerns, and show that our campaign is here for working people.

HOW TO ORGANIZE

1. Pick your spot

- a. Mainstreeting:** Go to local community spots – think markets, public squares, or community events.
- b. Plant-gating:** Head to the entrances of factories or workplaces during shift changes, to connect directly with workers.

2. Bring what you need

- a. Swag:** Stickers, buttons, or flyers with a strong call to action.
- b. Sign-up sheet:** To capture names and contact details for follow-up.
- c. QR codes:** Use QR codes so workers can sign up for campaign updates online.

3. Engage workers

- a. Listen first:** invite people to share their thoughts—ask about their work experiences and what issues matter to them.
- b. Relate our goals:** tie what they share to the campaign’s aims, like fighting for fair wages, better benefits, and a cost of living that doesn’t break the bank.
- c. Highlight union wins:** remind workers of the victories unions have already achieved and how this campaign is pushing for even more pro-worker policies.

AFTER THE EVENT

Follow up with interested workers: Keep conversations going so workers feel heard and know their voices are shaping the campaign. Send more information, invite them to future events, and keep them engaged.

SPREAD THE WORD!

Share photos, video clips, or highlights from your event to inspire others to host their own events. Capture photos or quotes to share real worker voices on social media. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clcctc.ca so we can amplify them for you.

By building support for pro-worker candidates, we can create the change workers need and hold politicians accountable!

BRING THE CANDIDATE TO WORKERS

Inviting a pro-worker candidate to meet workers directly is a powerful way to show where they stand. It gives union members a chance to connect with someone who's committed to fighting for their interests.

HOW TO ORGANIZE

- 1. Choose the right setting:** Host a casual gathering at a union meeting or a community spot where members feel comfortable or bring the candidate on a workplace visit so they can experience workers' daily challenges.
- 2. Prepare your message:** Highlight how the candidate supports pro-worker policies like fair wages and safer work while sharing examples of how these policies can address local concerns, creating a personal connection for members.
- 3. Bring what you need:**
 - a. Swag:** Stickers, buttons, or flyers with a strong call to action.
 - b. Sign-up sheet:** To capture names and contact details for follow-up.
 - c. QR codes:** Use QR codes so workers can sign up for campaign updates online.

GET STARTED

Engage workers: Let workers ask the candidate about the issues that matter most to them and highlight stories from workers that showcase real challenges and victories, helping the candidate understand their perspective.

AFTER THE EVENT

Follow up with interested workers: Keep conversations going so workers feel heard and know their voices are shaping the campaign. Send more information, invite them to future events, and keep them engaged.

SPREAD THE WORD!

Share photos, video clips, or highlights from your event to inspire others to host their own events. Capture moments that show workers' support for the candidate and share workers' voices to show the connection between the candidate's platform and real worker needs. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clctc.ca so we can amplify them for you.

By bringing pro-worker candidates directly to workers, we're not just making connections – we can ensure that our voices are heard and that our needs are prioritized in government!

ATTEND CANDIDATE DEBATES

Candidate debates are your chance to see politicians in action and get them on the record about issues that matter to workers. By attending and asking candidates questions about their commitments to workers, you can help expose anti-worker politicians and grow support for candidates who will fight for you!

HOW TO PREPARE

- 1. Know the format:** Debates can vary. You might be invited to ask questions at the end or throughout.
- 2. Bring a crew:** Invite friends or coworkers. There's strength (and fun) in numbers!
- 3. Represent!** Wear your *Workers Together* or union swag.
- 4. Prepare your questions in advance:** We've provided some sample questions for you.

SAMPLE QUESTIONS

- With nearly half of Canadians living paycheck to paycheck, what's your plan to support families and address the cost of living?
- Unions have secured better conditions for workers. How would you make it easier for workers to unionize?
- Our health care system is under strain. How would you improve public health care and support health care workers?
- How would you address the gap between corporate profits and worker wages?
- Housing affordability is at a crisis point. What's your plan to make housing more affordable?
- Only 2 in 5 people in Canada have access to Employment Insurance when they need it. How would you improve EI to better serve workers?
- Can you give specific examples of how you have stood up for workers' rights against corporate interests?
- Unions play a crucial role in making life better for all workers. How would you involve unions in shaping labour policies and economic decisions?

TOP TIPS

- **Keep it short and sweet:** Aim for questions under 2 minutes.
- **Avoid repeating questions that have been asked** unless a candidate dodged the question earlier.
- **Remember, your voice matters:** Politicians want your vote, so don't be shy!

SPREAD THE WORD!

Did you snap a selfie with candidates, or did a candidate make a big commitment to workers, or expose themselves as anti-worker? Share photos, video clips, or highlights to get the word out. Check out the amplification toolkit in this guide or send your selfies, videos, and updates to action@clcctc.ca so we can amplify them for you.

By attending debates and asking tough questions, you can help expose anti-worker politicians and put workers' issues on the political agenda!

SPREAD THE WORD: AMPLIFICATION TOOLKIT

Workers are coming together to make our voices heard, challenge anti-worker policies and support pro-worker politicians. Spread the word and help us make *Workers Together* a force to be reckoned with!

If you're hosting a labour canvass, a phone bank, a debate watch party or getting involved in some other way, tell us about it. Sharing your events and campaign updates on social media helps you connect with even more workers and amplify our impact.

HOW TO SPREAD THE WORD

Join the conversation online using #WorkersTogether.

Use our sample posts to get the word out:

workerstogether.ca/share

IF SOCIAL MEDIA ISN'T YOUR THING:

No worries! You can still participate by sending us your updates, photos, or video clips. We'll post them for you – just email action@clcctc.ca.



I'm part of *Workers Together* – a worker-led movement to make our voices heard and make sure politicians in Canada put working families first. Learn more and join me!

👉 workerstogether.ca



I'm hosting [insert event name] to bring together workers and make sure our voices are heard in government. Join us! [insert event details]



For too long, workers have struggled while big corporations take huge profits. It's time for workers to speak out – and get a government that works for us.

Learn more: workerstogether.ca

RESOURCES

These are your essential resources to help get more workers involved in *Workers Together*.

HOW TO USE THESE RESOURCES

- 1. At events:** Display posters, hand out postcards, and wear swag to get noticed.
- 2. During canvassing:** Use QR codes and postcards for quick sign-ups.
- 3. Online:** Share the campaign short code on social media.

CAMPAIGN SHORT CODE:

Anyone can sign up by texting **WORKERS to 55255**.
Share this code at your events!

PRINT EDITABLE EVENT POSTERS:

Customize these *Workers Together* posters to get the word out about your event!

[Get printable posters here!](#)



ORDER YOUR WORKERS TOGETHER SWAG!

Use our swag amplify your message even further – including buttons, T-shirts, tote bags, and more! Whether you're organizing rallies, attending community events, or engaging with workers on the ground, these items are designed to help drive conversations and build solidarity.

Order your swag at:
workerstogether.ca/swag-order-form

QR CODE:

A QR code is an easy way for people to join the campaign online – simply scan it and sign up!

[Get a printable *Workers Together* QR code to include on flyers, posters, and other materials here!](#)



PRINT WORKERS TOGETHER POSTCARDS:

Our postcards are an eye-catching way to leave an impression when knocking on doors, hosting events, or visiting worksites.

[Get printable postcards here!](#)



LET'S GET

**WORKERS
TOGETHER**

OUT THERE!



THANK YOU FOR BEING PART OF WORKERS TOGETHER!

By hosting events, engaging with your members, and spreading the word, you're helping to build a powerful team of workers fighting for a better future.

Every conversation counts, and your efforts can inspire others to join us.

Let's keep pushing for pro-worker policies, holding politicians accountable, and ensuring that working families are prioritized in every decision made.

Together, we can create a future where all workers can thrive.



WORKERS TOGETHER

