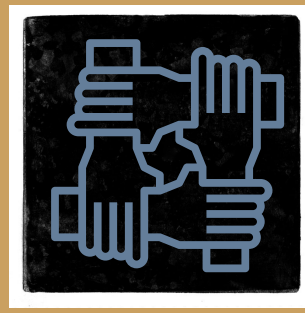


# RECRUITMENT VS ORGANISING

Recruitment is the promise of being part of something greater than oneself.  
Organising is delivering on that promise.



A worker that has been recruited



A worker that has been organised

## HEAD LEVEL - THINKING

- Understands the story of the union and the rights the union has won in her workplace.
- Understands what the union is able to offer her.
- Understands what her rights and responsibilities are as a union member.

- Knows her rights and the responsibilities of the employer
- Knows the contents of the most recent collective agreement
- Knows the power and responsibility of the trade union

## HEART LEVEL - FEELING

- Has shared her fears, needs and aspirations with the union
- Feels valued as a person and worker
- Feels she has been giving the opportunity to exercise choice
- Feels that she will be able to learn and grow
- Feels that she is joining a collective that she can actively participate in and that will protect her

- Feels a sense of belonging
- Feels protected from being exploited by the employer
- Feels confident to engage in discussion
- Feels part of a collective voice

## FEET LEVEL - DOING

- Is willing to participate in democratic processes
- Is willing to articulate her needs, support fellow workers and contribute financially to sustain the union

- Participates in union activities
- Initiates discussions when necessary with the union
- Participates in the collecting of demands and the organising and mobilising around collective bargaining