

Checklist for Choosing an Organizing Issue

A good organizing issue is one that matches most of these criteria. The issue should:

- **Result in real improvement and be worthwhile.** Will this strategy alleviate the problem? Will workers SEE a difference? Will members feel good that they are fighting for something that merits the effort?
- **Be widely felt.** How common is the problem? How many workers face this situation? Many people must feel that this is a real problem and must agree with solution.
- **Be deeply felt.** Is this an issue that people feel strongly enough to do something about it? It is not enough that many people agree about the issue if none of them feeling strongly about working for a solution.
- **Be winnable.** Does the issue seem achievable? Success fosters enthusiasm. Once you have solved the easier issues, you may get more help from other co-workers to tackle the more difficult problems in the future.
- **Be visible.** Grievances that get lost in the process are invisible to workers. Solving problems at the worksite, before reducing them to paper builds UNION power by getting more members involved so other, more skeptical workers can SEE the UNION in action.
- **Build the UNION and build leadership.** Ask yourself, how will this mini-campaign build the UNION's capacity for future fights? How will this strategy lay the groundwork for future actions? Will this effort strengthen the involvement, empowerment and solidarity among workers?