**What will it take to be successful this year?**

#1. **Get a team together** in August that will help with organizing for membership and recertification.

#2. **Approve expenditures.** In your August Local Union meeting or by email, approve expenditures for the filing for recertification. Checks should be made out to the Wisconsin Employment Relations Commission in the amounts you paid last year unless your bargaining unit has increased in size. Your Region Director can provide a list of these amounts to locals. Checks should be received by our Regional Office by September 1st. Find your region mailing address at [www.weac.org/regions](http://www.weac.org/regions). Region Directors will send complete petitions and submit to the WERC.

#3. **Secure information** that will facilitate communications with non-members and members. First, with assistance of your Director, obtain building lists from your employers and lists of new employees, retirees, terminations and IMPORTANT – there may be unit members on various forms of LEAVE. All employees on LEAVE CAN VOTE.

#4. **Secure and distribute membership forms and related information** with assistance from your Regional Director. Non-members can sign up for union membership at [www.weac.org/join](http://www.weac.org/join).

#5. **Organize new employee meetings** during which you can listen to their concerns, talk about what the union does, introduce them to the importance of union membership and discuss the importance of voting in the recertification election for continued representation, ***even if they do not join***. Note that recertification periods occur in a specific 20-day voting period during the first part of November and ending before Thanksgiving. Voting is online or by phone. It’s simple and fast.

#6. **COLLECT HOME EMAILS!** Provide building lists to your teams to systematically collect home emails and cell phone numbers, in addition to talking about the importance of recertification. Many locals include two final questions: Would you like to be kept abreast of developments relating to school closings and opening? If so, please provide your HOME email. **Provide home emails and cell phone numbers to your Regional Directors.**

#7. **Communicate regularly** with members and non-members during the fall to show what the union is doing and advocating for on behalf of staff. Be the go-to source for surveys and staff information. Don’t wait for the employers to survey staff. Work with your Regional Director on survey design and make the questions measure what is meaningful to both our colleagues and decision makers.

#8. **Address individual member needs promptly.** We will have many of our senior employees who are disproportionately members, requesting assistance with leaves and accommodations. We want to keep them in our district. Turnover complicates recertification. Work hard to address their concerns with the assistance of your Regional Staff.

#9. **Recertification materials.** Work with your Regional Staff to secure electronic and paper materials for promoting your recertification and organizing efforts. Let them know ASAP what will be needed for any in person New Employee meetings and materials such as palm cards for supporting your recertification efforts.

#10. **Make recertification and membership organizing a regular feature of your monthly membership meetings** using building reports. Make sure to develop and election plan that maximizes early voting, contains reports of those voting and plans for follow up with likely supporters who have not voted. Your regional staff can provide you with lists of those who have voted in previous elections.