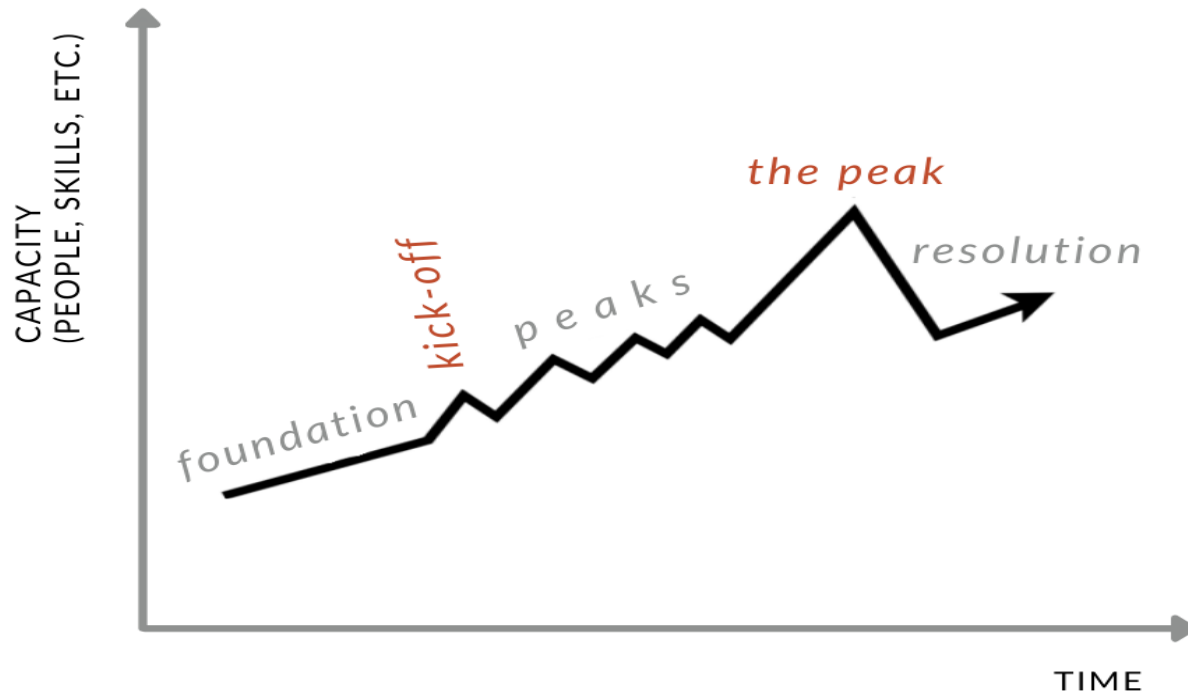


CONTRACT CAMPAIGN PHASES



FOUNDATION PERIOD

- Goal: Build capacity and prepare the campaign.
- Activities: Have one-on-ones; identify issues and priorities through bargaining surveys; identify leaders; clarify objectives, research corporate finances; select bargaining team; reach out to community leaders, other unions, clergy, and politicians, etc.
- Duration: May last a few days, weeks, months, or years depending on the scope of the undertaking (what you want to win, and how much organized power you need to build to win what you want to win) and the extent to which you have to start “from scratch.”

KICK-OFF PHASE

- Goal: Campaign officially begins. Creates the focused concentration and commitment it takes to get things going.

- Activities: Press conferences— “going public,” petition with signatures of support for bargaining team and/or support for the issues, bargaining conference, a visible action, etc.
- Duration: This is a fairly time-limited phase, as in more of a one-off moment, although it could last for a few weeks or so.

ESCALATION PERIOD

- Goal: Series of objectives that build the campaign. Through escalation the conflict increases, issues are polarized, mobilization becomes intense.
 - Campaign proceeds to a series of peaks, each one building on what has gone before.
 - The key to this phase is in finding ever-new ways to broaden support, sharpen the issue, and renew commitment. It is also in devising peaks that are inspirational, yet achievable. Smaller campaigns may only need one peak.
- Activities: Stickers of unity and support for contract campaign, informational picket, call the media, hold candlelight vigil, wearing red. See the *Menu of Actions* factsheet from the Member Leader Training Part 3 for more ideas.
- Duration: This depends on how long the overall campaign needs to be to build power over time, through actions, with more and more members involved, so as to reach your “peak” (see below) with the employer knowing you are ready and serious about the peak moment of power.

THE PEAK

- Goal: The peak is when we reach the most powerful tool we think we need, and can reach, to pressure the boss. It creates a crisis for the boss.
- Activities: Credible strike threat, strike, or union-wide mass pressure in Albany and/or New York City for the public sector. All resources are mobilized to reach this point.
- Duration: It all depends. But generally, the more credible your peak moment is, the shorter this phase will last.

RESOLUTION

- Goal: Win what we set out to win. Reaching a clear and measurable outcome.

- Activities: Bargaining Team recommends members vote yes to ratify a Tentative Agreement, and members ratify the contract. *Also, always end campaigns with an evaluation, a celebration, and implementation of the new contract!*



Contact us at labored@nysna.org.

For more information, and our current training schedule, scan the QR code.