



STRATEGIC PLAN

WHAT IS A UNION

A union is a group of people connected by a job banding together to use their collective strength to obtain better pay, benefits, and working conditions. A union does not function as a subscription or pay-for-service model. Think of the most successful unions you know – perhaps the teachers’, nurses’, or grocery store workers’ unions may come to mind – and what makes them so successful: they are effective because their workers are organized, mobilized, and prepared to escalate en masse. This Strategic Plan is how you and your BU2 colleagues can achieve that same level of success.

ORGANIZE

Your and your fellow BU2 colleagues’ success in achieving collective demands depends on your ability to stand together in large numbers. The foundation of this effort is organizing.

- **Develop and Implement a Strategic Plan:** A high-level, evolving strategic plan for organization (activating members) and coordinated action (mobilizing members) that is based on member input and conditions on the ground, is key. More detailed action plans tier off the overarching strategic plan.
- **Define demands:** For organizing to be effective, you and your colleagues must agree on key demands, which must be both widely and deeply felt. You and your colleagues will define your demands in the early part of the campaign through surveys and direct member input. Our demands could include better pay, telework flexibility, better health benefits, and more promotional opportunities.
- **Achieve supermajority:** You and your BU2 colleagues can only achieve success when a supermajority (around 85%) of your fellow members activate and are willing to mobilize. This means about 4,200 BU2 members must be ready to mobilize for coordinated action.
- **Create Local Reps Network:** To be effective, we need a network of leaders at each agency and/or worksite to connect and communicate with members—these are our Local Representatives. To succeed, we need 1 leader for every 15-20 workers, which means more than 300 local reps.

MOBILIZE

Mobilization takes many forms. A successful labor campaign will implement all of these.

- **Petitions.** Petitions show strength in numbers, and you and your BU2 colleagues will use them multiple times on different issues throughout a campaign, directed at different targets.
- **Legislative Outreach.** Legislative outreach comprises two main aspects: (1) coordinated outreach by you to elected representatives and politicians; and (2) targeted lobbying efforts by our Legislative Committee and Political Action Committee.
- **Coordinated Labor Actions.** You and your BU2 colleagues will coordinate filing of grievances and reasonable accommodation requests to apply pressure on key issues, like RTO.
- **Pickets and Rallies.** Once we activate a supermajority of members, you and your BU2 colleagues will engage in pickets and rallies, which are a visible and disruptive pressure tactic, especially when combined with other unions on key issues.

ESCALATE

Successful labor campaigns peak at the right moment. Timing is everything, and everything depends on members activating and mobilizing at the right time.

- **Phase 1: Grow ranks and get organized.** Organize and begin initial mobilization. Define demands. The priority is one-to-one outreach to activate members and create a supermajority of support.
- **Phase 2: Mobilize and optimize.** Increase and start escalating mobilization. Refine what strategies are effective in our workplace. Expand supermajority and local rep network.
- **Phase 3: Escalate and disrupt.** Employers do not give raises unless workers pose a credible threat of disruption. No workers want to strike. But we need to be prepared to strike if provoked.

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ACTIVATE MEMBERSHIP

Communicate the strategic plan and need for supermajority for success

Increase direct outreach: local reps, email, phone, mailings

Improve website; better access to info and resources

More comms channels:
Social Media
Physical Mailer
Posters, Flyers

INCREASE MEMBER ACTIVITY & VISIBILITY

Solicit member input and direction on key issues

Increase committee participation

Organize legislative action

Create visible presence:
- Shirts, buttons
- Posters, flyers
- Union days
- Informational pickets

Create and share resources and training for member action

BUILD LOCAL REP NETWORK

Improve and expand local rep program

Develop reporting and resource structure for local reps

Use Worksite Chart to ID local reps in every agency and get all agency activation > 85%

2028 CONTRACT

STRIKE PETITION

STRIKE AUTHORIZATION VOTE
IF NEEDED MARCH 2028

IF NEEDED OCTOBER 2027

CONTRACT RALLIES
MAY-AUGUST 2027

PETITION ON CONTRACT DEMANDS
DEC 2026 - MAY 2027

2026 FIGHT RTO MANDATES

RTO PETITIONS, RALLIES, COORDINATION WITH OTHER UNIONS
SPRING 2026

COORDINATED GRIEVANCE AND PERB FILINGS
ONGOING

LEGISLATIVE OUTREACH
ONGOING

DEFINE CONTRACT DEMANDS
SPRING 2026

ORGANIZE

GOALS:

- Build Power of Members (5,700)
- >85% Activated Members (4,800)
- >300 Local Reps

GOALS:

- Turn Power Into Action
- Disrupt Demand

MOBILIZE