

TEN RULES FOR TALKING TO MEMBERS ABOUT POLITICS

1. Issues come first, candidates and parties second.
2. Members want information, not voting instructions.
3. Present information credibly and objectively to overcome members' distrust of politics.
4. Downplay partisan rhetoric and stress the union's role as an independent voice for working families.
5. Stress that unions should be watchdogs that hold politicians accountable.
6. Members want unions to represent their interests as workers.
7. Union political action should always be "of, by and for" the members.
8. Information is key to increasing participation.
9. Members are best reached by face-to-face visits.
10. We're more effective when we address the concerns of specific union audiences, instead of relying on a "one-size-fits-all" approach.