



What you can do to help?

Ultimately, for 100% Unite to be successful, we need 100% of our activists and officers onboard.

All of us have a role to play in strengthening our workplace organisation, building our union and delivering for ordinary working men and women.

From the feedback we've had already, it's clear we're all up for the challenge.

We need the support of all staff who can capture information and encourage recruitment on a day to day basis to help us grow.

Let's continue to move forward together.

Let's grow and strengthen our union – your union – to offer working people the opportunity to make sure their voice is heard for a better deal.

**Let's all work together
for a bigger and
stronger union!**

Len McCluskey

Len McCluskey
General Secretary



www.unitetheunion.org/100percent

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100% UNION 100% UNITE

- Stronger workplaces – winning for our members
- Increasing workplace power





Working people are facing unprecedented attacks from the Con-Dem government and from bad employers trying to take advantage of the economic crisis created by the bankers. Jobs, pay, pensions and conditions – they are all on the line.

These attacks have profound implications for our members and their families. The only reliable protection is strong, well organised workplaces where trade unionism counts.

As a result Unite is taking a revolutionary step to make sure every workplace is resilient and our members have a voice.

Unite's 100% campaign is about bringing new blood in to the union.



What is the 100% campaign?

The 100% campaign, pioneered by Unite, is about maximising membership in workplaces where we already have recognition.

Developing a strong and sustainable shop stewards organisation and growing the union to give us the strength and confidence to win every time for our members.

The 100% campaign is about **strength in numbers.**

The bigger the membership in a workplace, the stronger we are and the better we are equipped to deliver for our members.

In workplaces where we have high numbers of members, employers have to listen to us.

The more people in Unite, the stronger we'll be as a union. The stronger we are, the more resources we'll have to organise in more workplaces.

What is a 100% campaign and what makes one successful?

Colin Coupar, Regional Coordinating Officer for Unite in Scotland says; "The success of a 100% campaign starts with the Regional Secretary having a sound knowledge of their region, the Regional Coordinating Officer knowing their areas of responsibility within the region and the Officers knowing their work allocations.

This ensures balanced workloads and a fair distribution of potential targets for campaigns. Planning is essential. Although it doesn't guarantee a successful campaign, without it you are almost guaranteed to fail. It can be anything from a 10 minute meeting to a two day course.

This all depends on the workplace, the relationship between Officers and Shop Stewards and the dedication of those involved. Encouraging activists is crucial and can simply depend on personalities or recognising enthusiasm.

Officers help each other in some campaigns and this has distinct advantages. Any feeling of isolation when something is not going so well is lessened. Actual time spent on 100% campaigns increases and Officers improve their experience of different industries that they may not have been involved in before. Like anything in life, the more you put in to it, the more you get out of it."

What progress has been made so far?

All regions are fully engaged in 100% campaign activity with over 700 prioritised targeted campaigns running.

There is no doubt that the start of the campaign has been a tremendous success, ensuring that 100% Unite is here to stay.

We have recruited over 25,000 new members in just five months – fantastic by any measure! Honda UK in Swindon has 824 new members, Rolls Royce Aerospace in Derby has 413 and the NHS in Greater Glasgow and Clyde Medical has 319.

However we cannot be complacent. Ultimately we have a responsibility to win for workers and 100% Unite is critical to this. We cannot win if density is low and organisation is poor. We cannot win if building power at work is seen as an 'add on' to the job rather than its core.

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