

# ♥ Unite week briefing



# unite

**Let's keep up the fight for working people -get involved  
in ♥ Unite week**

**10-16 February 2020**

Union members from across the UK will be taking part in the TUC's ♥ Unions week from 10 to 16 February. Celebrating all that is great about trade unions.

This is our chance to celebrate our successes and share the stories of Unite members, reps and highlighting the amazing work that they do in workplaces and our communities up and down the country.

We want your stories and successes to inspire others

and a new generation to join our movement. Barely five per cent of trade union members are aged 16-24!

Now more than ever, workers need strong trade unions on their side. Let's use ♥ Unite week to grow our union, reach out to new members and engage with existing members.



## What's the aim of ♥ Unite week?

1. Hold a recruitment action day or other event – in your workplace / with your branch – start planning now!
2. Spread the word – speak to your colleagues, family and friends about the benefits of being part of Unite, the UK's largest trade union
3. Share your stories – we are looking for case studies to share online and on our social media channels. Get in touch and tell us how the union's reps have helped you, and why you think people should join Unite. Email your story to Chantal Chegrinec at [chantal.chegrinec@unitethunion.org](mailto:chantal.chegrinec@unitethunion.org)
4. Take a selfie and share it on social media: make sure to tweet .@unitetheunion using hashtag #HeartUnions – Order or download the three ♥ Unite selfie posters
5. More details at: [www.tuc.org.uk/heartunions](http://www.tuc.org.uk/heartunions)

### Suggested activities

Get your branch to host a quiz night, invite your colleagues, friends and family along.

#### WORKPLACE EVENTS

- ♥ Organise a tea and cake morning/afternoon
- ♥ Workplace walk
- ♥ Sticker day
- ♥ A workplace recruitment fare

#### Tell people all about the benefits of being part of Unite

Many people don't know about the vital work that trade unions do and how they can help. Some don't even know what a trade union is. Use this week to talk to non-members and members about why being part of Unite matters to you. You can tell people that workers in unionised workplaces earn more – up to 10 per cent than non-union members.

Unionised workplaces are safer and stronger, with union members enjoying greater job security and better terms and conditions.

Help spread Unite's three core values: Secure work: fighting for jobs and job security; Strong voice: a union which is respected at work; Decent Pay: a union focused on pay and conditions.

#### It's good to talk

If all of our activists spoke to just one person during ♥ unions week we would make thousands of new contacts. You could setup a branch competition to see who makes the most contacts and give a small prize to the winner!

#### RESOURCES

Unite officers (and anyone with a [unitetheunion.org](mailto:unitetheunion.org) email address) can download a range of print materials from the Unite publications library at: **[Print.unitetheunion.org](http://Print.unitetheunion.org)**

If it's your first time using the library you will need to sign in to get a password.

Materials include recruitment flyer, event advertising poster and a series of posters to take a selfie with. Materials and shareable digital content can also be downloaded from the Unite website: **[www.unitetheunion.org/heartunions](http://www.unitetheunion.org/heartunions)**

