

TOOLKIT FOR LIUNA AFFILIATES

FIGHT FOR THE BUILD AMERICA AGENDA

**Stop So-Called
RIGHT-TO-WORK**

www.liuna.org

LiUNA!

Feel the Power

Contents

This toolkit provides materials for LIUNA affiliates to push back on so-called right-to-work. It contains sample materials to educate and mobilize LIUNA members. There are also materials for news media outreach and policy maker outreach; including talking points for members, contractors and leaders to address policymakers in hearings and meetings.

This toolkit is a jumping off point for your campaign. If you need guidance, additional materials or strategic advice to put the tools into action, you can reach out to LIUNA via email at toolkit@liuna.org.

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Download the materials online at www.liuna.org/stop-rtw

Background

So-called right-to-work

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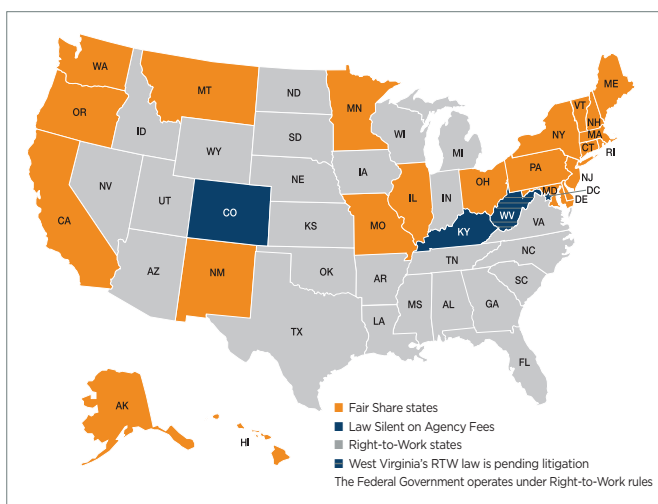
adjective: so-called right-to-work

1. policy requiring unions to represent workers in a bargaining unit even if they don't pay their dues.
2. forced representation of free riders

So-called right-to-work laws are part of an extremist agenda to defund unions and stop workers from winning fair wages and benefits. With so-called right-to-work, unions are forced to represent members whether they pay dues or not.

Twenty-seven states have a right-to-work laws on the books already and more states are considering the legislation.

Koch-supported groups like the National Right to Work Foundation and the Freedom Foundation have national campaigns and state chapter groups in every state working to make every state a so-called right-to-work state. Some members of the U.S. Congress also support right-to-work legislation. Proponents of so-called right-to-work have been very successful. Since 2010, Wisconsin, Indiana, Michigan, West Virginia and Kentucky have adopted this damaging legislation.



Now is the time to talk members about the danger of so-called right-to-work, the impact on the union and the importance of paying dues to support a strong union.

And, ask LIUNA members to join fellow members who are fighting back in the halls of Congress, in state legislatures and through the many rallies, events, and hearings.

Where so-called right-to-work is already law, LIUNA members can push back by organizing aggressively and working to elect working class champions who will protect our livelihoods.

So-Called Right-to-Work: An Attack on Good Jobs

What makes America different is that it's about more than just low-wage work; our country is about the opportunity to get ahead and prosper. The corporate-backed groups and low road contractors pushing so-called right-to-work are out to cut workers' pay and benefits and weaken unions.

So-called right-to-work is an effort to undermine unions and turn good blue collar jobs into low wage, no benefit jobs.

- So-called right-to-work forces unions to represent workers that don't pay their dues; threatening the union's financial stability and long term survival.
- Without a union, low road contractors have free rein to cut pay and benefits.
- Our country is about more than just low wage jobs. Our country is about the opportunity to get ahead and prosper.

Numerous studies show that so-called right-to-work is bad for workers and communities.

- Workers in so-called right-to-work states earn almost a third less than those without such laws.
- Fewer families have access to employer paid health insurance and a pension plan in so-called right-to-work states.
- Businesses and the local economy suffer. When workers can't afford to pay bills, they can't spend money at the grocery store, the gas pump, or in local stores—or even afford to buy a home.

So-called right-to-work is a deception that destroys careers for the workers who build America.

- It is by having the freedom to join together in a union that construction workers earn family-supporting pay and stay safer on the job.
- It is through union training and apprenticeship programs that workers of all backgrounds are able to build careers in construction.
- It is through unions that wage disparities are reduced or eliminated.

Leader Talking Points for Member Meetings, Testimony, News Media

So-called right-to-work would turn good blue collar jobs into low wage, no benefit jobs.

- So-called right-to-work is an effort to undermine unions and good jobs by forcing unions to represent workers that don't pay their dues; threatening the union's financial stability and long term survival.
- I represent thousands of LIUNA members who have good wages and a career because they joined together as union members to fight for those opportunities.
- Without a union, low road contractors have free rein to cut pay and benefits.

The truth is so-called right-to-work won't help the economy but it will hurt workers and communities

- Workers in so-called right-to-work states earn almost a third less than those without such laws.
- Fewer families have access to employer paid health insurance and a pension plan in so-called right-to-work states.
- Businesses and the local economy suffer. When workers can't afford to pay bills, they can't spend money at the grocery store, the gas pump, or in local stores—or even afford to buy a home.

Bottom of the barrel contractors are pushing for so-called right-to-work so that they can cut workers' pay and benefits and pocket the profit.

- Responsible contractors work with unions and union workers because they understand that they are making an investment that helps their business succeed by fairly compensating a skilled and trained workforce.
- It's the irresponsible contractors who are eager to cut workers' wages who are pushing so-called right-to-work.
- Getting rid of good union jobs doesn't help the economy or create more jobs, it just puts more money in the pockets of irresponsible contractors.

So-called right-to-work is a deception that destroys careers for the workers who build America.

- I see the difference a union makes every day. From family-supporting pay and to more safety on the job, a union construction worker is better off.
- It is through union training and apprenticeship programs that workers of all backgrounds are able to build careers in construction and it is through unions that wage disparities are reduced or eliminated.

Business Manager Letter to Members

RE: Stop the Attack on Your Paycheck

[Date]

Dear LIUNA Local [local number] Member:

Your paycheck and livelihood is under attack. State legislators are considering so-called right-to-work, a law which would undermine your union and turn good union jobs into low wage, no benefit jobs.

So-called right-to-work isn't good for the economy and won't create jobs. It's only good for low road contractors who are out to cut worker's pay and weaken unions.

Workers in so-called right-to-work states earn almost a third less than those in prosper states. Fewer families can afford health insurance in so-called right-to-work states.

I need you to come to the next union meeting to learn more about this. In the coming weeks, we will be asking you to participate in events and other efforts to pressure lawmakers to re-think this terrible legislation.

Please stay tuned and call the Hall with any questions.

Fraternally yours,

[name]

Business Manager

Robocall Scripts

Turnout Script

This is your union calling with an urgent message about good jobs and your wages. This is your NAME calling to ask you to join thousands of your brother and sisters at a rally against a so-called right-to-work law proposed by the state legislature. So-called right-to-work really means no union work. So-called right-to-work laws will cut our wages, destroy pensions and benefits and take away the freedom of our families to prosper.

If you are committed to attending, press 1 on your phone now. If we are united and heard, we can protect good jobs and our freedom to prosper. Thank you—and again press 1 if you'll attend the rally to fight for good jobs.

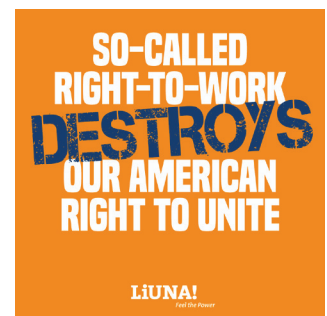
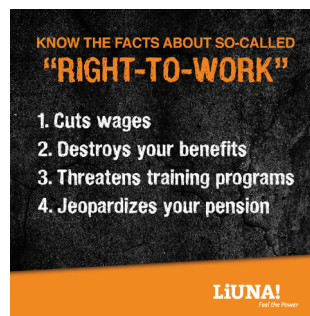
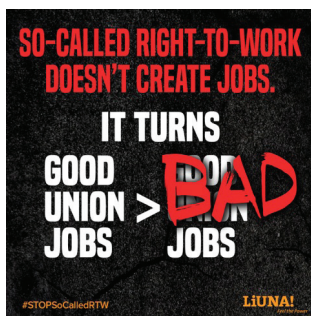
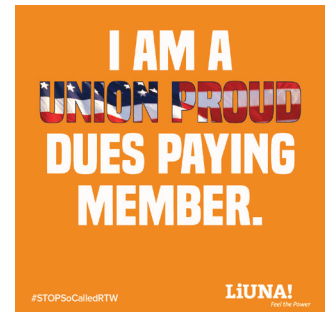
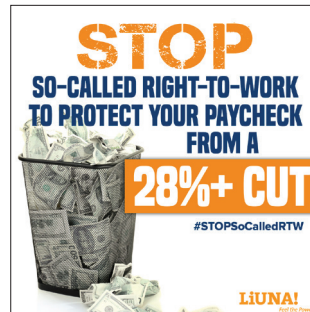
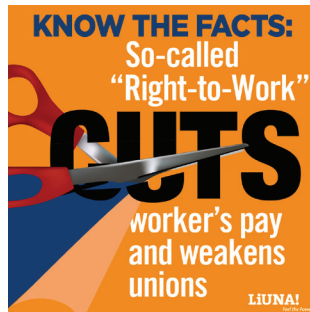
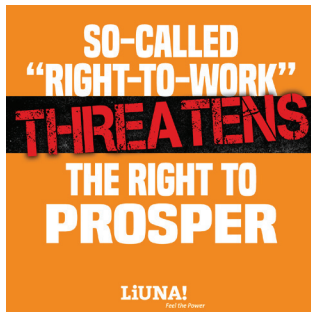
Patch-Through Script

This is your union calling with an urgent message about good jobs and your wages. This is your NAME calling because the state legislature is considering a so-called right-to-work law. So-called right-to-work really means no union work. So-called right-to-work laws will cut our wages, destroy pensions and benefits and take away the freedom of our families to prosper. Please take a moment to call your state representative at XXXX or press 1 now and deliver the message, vote no on so-called right-to-work. Once again press 1 on your phone to deliver the message to your representative to vote no so-called right-to-work.

Thank you and goodbye.

Sample Social Media Graphics

For files to post on your social media profiles, email communications@liuna.org



Example Tweets:

- So-Called #RighttoWork is BAD for communities and the #economy
- #RighttoWork laws undermine unions, cut #wages & destroy good benefits #FightRTW #RighttoWorkisWrong #1U
- Workers in #RTW states earn almost a third less than those in #RighttoProsper states #RTWforLESS
- In so-called #RighttoWork states, 28% more people lack #healthcare insurance #RighttoWorkisWrong
- So-called #RighttoWork threatens the opportunity to prosper & build the #AmericanDream #RTWisWrong #RighttoProsper
- #RTW is bad for #middleclass workers! #RighttoWorkisWrong
- #RTW laws undermine #unions which threatens training programs, destroys benefits & jeopardizes pensions #FightRTW

Twitter Hashtags to Use:

#RighttoWork
#RTWisWrong
#FightRTW

#RTW
#RTWforLess
#RighttoProsper

#RighttoWorkisWrong
#1U
#AmericanDream

Check youtube.com/user/liunavideo for video content.

SO-CALLED RIGHT-TO-WORK DESTROYS JOBS WEAKENS PENSIONS



America is about more than just work. It's about good wages, a secure pension and you and your family having the freedom and the opportunity to prosper. But so-called right-to-work laws destroy that. They turn good union work into bad jobs—or no work at all.

IN SO-CALLED RIGHT-TO-WORK STATES:

- **Good union jobs disappear.**

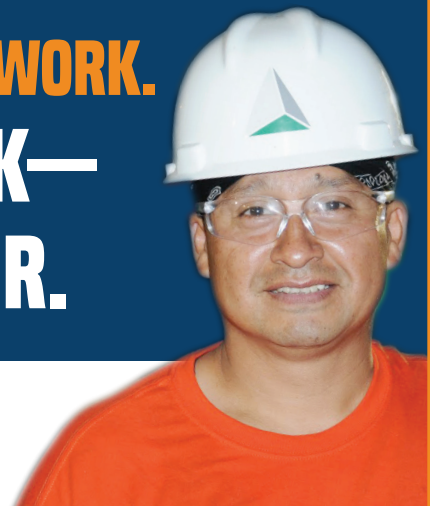
Responsible union employers lose more projects to non-union employers, meaning you will lose work hours, see less in your paycheck, or have none at all.

- **Pension funds could go broke.**

With fewer union members, there's less money paid into pension funds and as that process accelerates, your pension could disappear.



**KNOW THE FACTS.
FIGHT SO-CALLED RIGHT-TO-WORK.
WE DON'T JUST WORK—
WE WORK TO PROSPER.**



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Member Talking Points for Testimony or Hearings

Our country is about more than just low wage jobs.

- As a LIUNA member I have a good job and a career that allows me to provide for my family. The good wages I enjoy are because my union negotiated them.
- As a union member, we not only get training and certifications, we have the power to speak out if we think something unsafe is going on.
- There's nothing in this for me or middle-class workers. Workers in so-called right-to-work states earn almost a third less than those in prosper states.
- Fewer families can afford health insurance in so-called right-to-work states.

So-called right-to-work is bad for my community and the economy

- So-called right-to-work is bad for middle-class workers. Workers in so-called right-to-work states earn almost a third less than those without such laws.
- When workers like me can't pay the bills, we can't spend money at the grocery store, the gas pump, in local stores or afford to rent or buy a home.
- That puts fewer dollars in our local economy and takes a bite out of the budget for public schools and services.

The extremists pushing so-called right-to-work are out to destroy unions, cut workers' pay and benefits.

- The so-called right-to-work law would let workers opt-out of their fair share of union dues but still require the union to represent them.
- That could stretch my union to the breaking point by forcing it to cover "free riders."
- Weakening my union puts my paycheck and those of tens of thousands of other workers at risk which can hurt our state's economy.

Contractor Talking Points for Testimony or Hearings

Our country is about more than just low wage jobs.

- I am a responsible business owner and I want to attract and retain the best workers by offering good benefits and wages.
- So-called right-to-work is bad for my business because it gives the upper hand to “low road” companies that offer poor pay and benefits and no career ladder.
- The so-called right-to-work law will undermine me in the marketplace by hurting my ability to compete on the quality, safety and productivity advantage I have because I use union workers.

So-called right-to-work is bad for my community

- So-called right-to-work takes away from workers and our local tax base. That means there would be less for public schools and services that help attract businesses and make a community safe and secure.
- It hurts my business and the local economy. When workers can’t afford to pay bills, they can’t spend money at the grocery store, the gas pump, or in local stores—or even afford to buy a home.

The extremists pushing so-called right-to-work don’t represent me and they are putting my business in jeopardy.

- As a business owner, I negotiate with a union for a reason. That’s to get access to a skilled, trained workforce.
- I have a partnership with unions and union workers to invest in training, benefits, and pensions. So-called right-to-work laws undermine unions which threaten the training programs, destroy good benefits, and jeopardize pensions.

Sample Letters to Newspaper Editors from Members

[Date]

Dear Editor,

Our state assembly recently took up consideration of a so-called right-to-work law. This is the last thing we need in our state. So-called right-to-work isn't fair and doesn't give you any rights. The law would let workers opt-out of paying their union dues but still require the union to represent them.

That could stretch my union to the breaking point by forcing it to cover free riders. The good wages I enjoy are because my union negotiated them. And, they allow me and my family to spend more money at local shops, restaurants and other businesses. By weakening unions and putting those wages at risk, so-called right-to-work will hurt my family and our state's economy.

Sincerely,

[name and local union]

[Date]

Dear Editor,

I am writing to speak out against so-called right-to-work. Our community and our country is about more than low-wage jobs. Our country is about the opportunity to get ahead and prosper. The bill put forth by lawmakers is actually part of a national effort by special interests representing low road contractors who are out to cut worker's pay and weaken unions.

There's nothing in this for me or middle-class workers. Workers in so-called right-to-work states earn almost a third less than those without such laws. Fewer families can afford health insurance in so-called right-to-work states.

Our legislators should be honest about this law—it's really an attack on workers and our opportunity to prosper.

Sincerely,

[name and local union]

Business Manager Letter to State Legislator

[Date]

Dear State Official,

I am writing to urge you to protect good jobs by opposing so-called right-to-work legislation. As the business manager of LIUNA Local Union X, I know first-hand how union membership helps create pathways to the middle-class for constituents of your district.

The proposed right-to-work legislation is a thinly veiled effort to put unions out of business and unions members out of a job simply because the corporate backers pushing the law want to cut pay and benefits for the working class.

Our community and our country is about more than low-wage jobs. Our country is about the opportunity to get ahead and prosper.

I hope you will stand in solidarity with LIUNA and stop the so-called right-to-work effort in our state.

Sincerely,

LIUNA Local Union X Business Manager

Member Letter to State Legislator

[Date]

Dear State Official,

I am a LIUNA member writing to urge you to vote against so-called right-to-work.

Our community and our country is about more than low-wage jobs. Our country is about the opportunity to get ahead and prosper. This bill would let workers opt-out of their fair share of union dues but still require the union to represent them.

That could stretch my union to the breaking point by forcing it to cover “free riders.” The good wages I earn are because my union negotiated them. And, they allow me and my family to spend more money at local shops, restaurants and other businesses. By weakening unions and putting those wages at risk, right-to-work will hurt our state’s economy.

Sincerely,

Sample News Release

Thousands of Workers Rally Against So-Called Right-to-Work Law Freedom to Prosper and Get Ahead at Stake

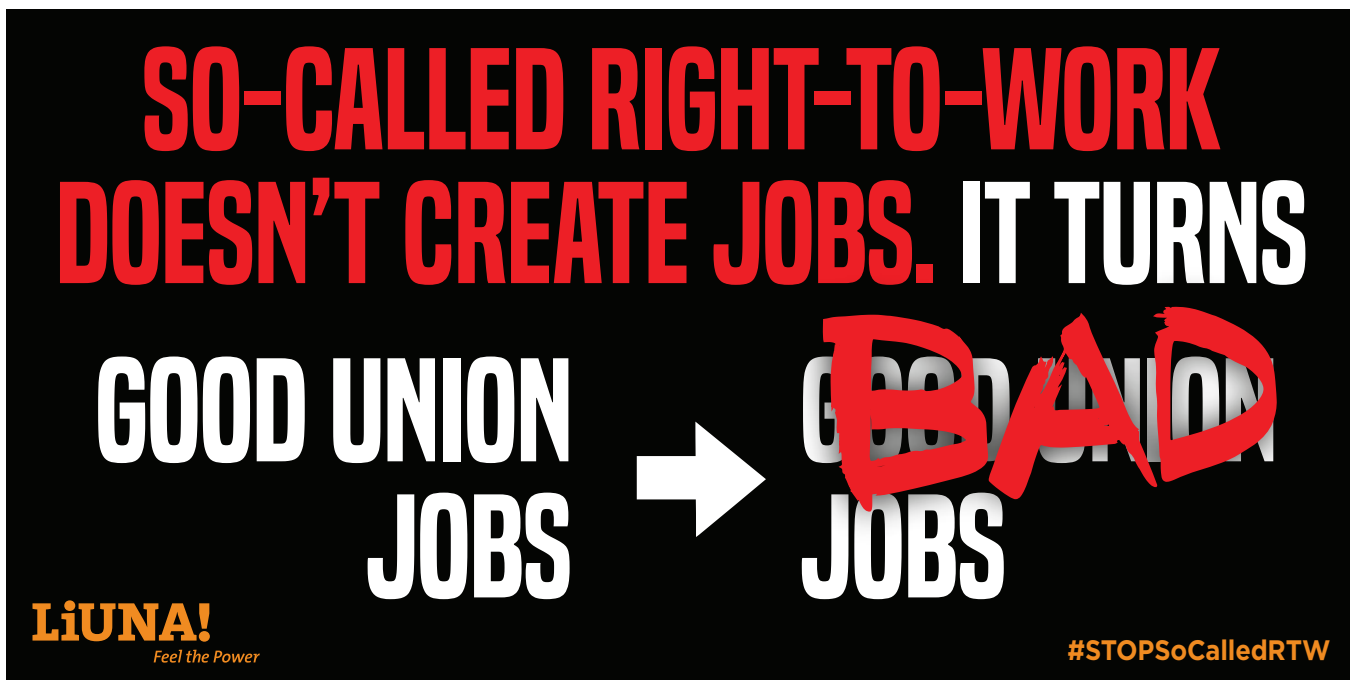
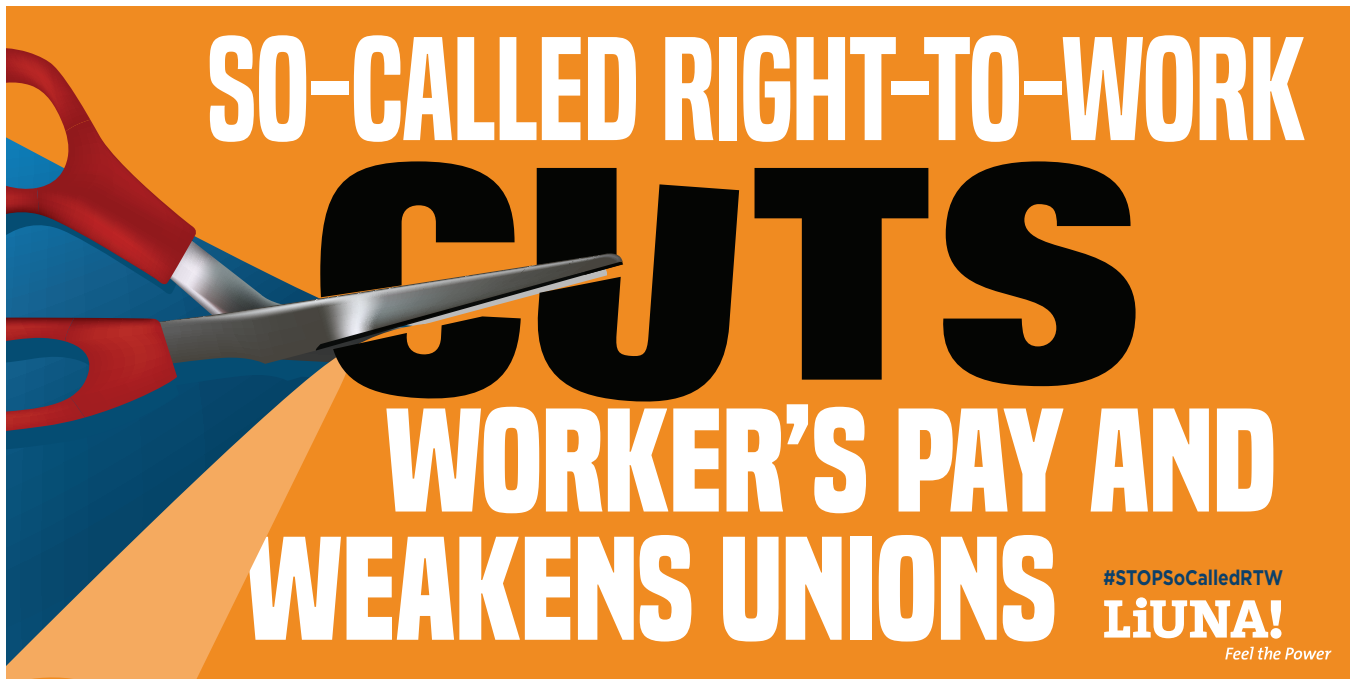
City, State (Date)—As lawmakers in the statehouse consider a so-called right-to-work law, thousands of workers are gathering for a rally against the bill. This bill is part of a tide of anti-worker legislation, financed by special interests that is intended to turn good jobs into low-wage jobs with no benefits.

It is by having the freedom to join together in a union that construction workers build careers, earn family-supporting pay and stay safe on the job. It is through unions that wage disparities are reduced or eliminated.

“We will continue to inform and mobilize our members to fight for America. Our country is not about deceptive slogans and low-wage work, but rather about opportunity and the freedom of our families to prosper,” said Union Representative Name.

The rally is part of a larger coordinated effort that involves thousands of worker phone calls and emails to lawmakers to stop so-called right-to-work.

Sample Banner Artwork



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