

WHY DON'T THEY JOIN?

Over the past five years, the NWSEO Membership services and support have collected reasons given from members, why they don't choose to support the work of NWSEO. Membership support does increase though, when the work being done by NWSEO directly impacts the employee in their pay, work, shifts, maintaining work/life balance, etc. We can learn from this resource and grow our union encouraging members to share their positive experiences and stories of the work and impact of NWSEO with their colleagues. Your input is appreciated.

Negatives

Positives

<p>FINANCIAL</p> <p>"It's too expensive" or "I can't afford it."</p>	<p>"We find money for the things that are important." – NWSEO Executive Vice President, JoAnn Becker</p> <p>Given everything NWSEO does to protect our jobs, working environment/conditions, and financial livelihood, the union dues are a very small price to pay.</p> <p>NWSEO membership is an investment in your future!</p> <p>The Health Club Reimbursement rebate of up to \$300 helps to defray much of the cost.</p> <p>NWSEO members can receive up to 60% discount with HotelStorm. You need to be a NWSEO member to receive this tangible benefit.</p> <p>Enrollment incentives can further defray the costs, making it incredibly inexpensive to try membership for a year!</p>
<p>POLITICAL/PHILOSOPHICAL: they just don't like unions in general, or NWSEO in particular.</p> <ul style="list-style-type: none"> • Could be disapproval of NWSEO's approach to LMR, or perceived NWSEO "attitude" or leadership, communication style, etc. 	<p>If it is a strong, emotional/political reaction, it may be best to back off.</p> <p>If their objection is to NWSEO in general, what are the specific reasons? Are these reasons accurate, or a misperception/misunderstanding?</p>

<ul style="list-style-type: none"> • Could also be a negative perception from very limited information they have heard about NWSEO. 	<p>The recent change in NWSEO leadership may provide an opportunity to turn them around.</p> <p>Offer that your regional chair would be happy to talk with them about their concerns/objections.</p>
<p>DISAPPROVAL OF LOCAL STEWARD/NWSEO</p> <p>“I don’t like the way the union is run in my office.”</p>	<p>Then put some skin in the game and make a difference - even run for steward yourself!</p> <p>Even if you don’t want to run for steward, membership will get you influence to try to change things.</p> <p>When you become an active NWSEO member or become NWSEO steward, you get to display leadership skills, work directly face to face with management, networking which can lead to promotions.</p> <p>You can join us to support what NWSEO is doing regionally/nationally, protecting your job and working conditions, even if you disagree with the local steward/philosophy.</p>
<p>GENERAL DISINTEREST or lack of knowledge</p> <p>“I don’t know (or care about) what NWSEO does.”</p>	<p>Provide them hard-hitting bullet points.</p> <ul style="list-style-type: none"> • We protect the jobs, pay, and working conditions of NWS employees - including you! • We engage in collective bargaining with management and enforce the resulting CBA. • We provide you with a voice and a chance to influence changes that will affect the future of your career. • We work with management to facilitate positive change within the agency, bringing ideas from field employees into reality. • We provide our members with opportunities for personal growth, professional advancement, and exposure within the agency.

<p>“WHAT’S IN IT FOR ME?”</p> <p>“I already get the benefits and protections of NWSEO as a bargaining unit employee, so why should I pay dues to become a member?”</p>	<p>There are many benefits available to members that are not available to non-members!</p> <ul style="list-style-type: none"> • Members, especially those who take an active role and/or run for office, have an excellent opportunity to develop their leadership skills and increase their role within the office and the agency. • Membership gives you a voice and input into changes at the local, regional, and national levels that will affect your career. • Only members can vote in NWSEO officer elections and on schedule rotation changes or CBA ratification. • Only members can serve on local, regional, and national teams. • Membership grants access to information directly to and from NWSEO leadership and other members (via newsletters and emails, the Facebook group, etc.)
<p>THEY HAVE A GREAT MANAGER!</p> <p>They think NWSEO is only for when you need help: “I have a great manager, so we don’t need NWSEO here.”</p>	<p>Share the “opportunities-based” side of NWSEO benefits (see #5).</p> <p>In offices with good LMR, the opportunity for NWSEO members to have their ideas heard and affect positive change is even greater!</p> <p>Getting along with management is the best reason to join NWSEO, in the sense that in those environments you can really get things done.</p>