

The Role of an IUPAT Organizer

Worker Outreach & Relationship Building

- ID non-union or weakly organized jobsites and contractors
- Conduct 1-1 conversations with workers
- Listen for issues, motivations, fears, power dynamics
- Map relationships and informal leadership on the job
- Build long-term relationships with leaders
- Maintain regular follow-ups and structured check-ins
- Recruit workers into organizing committees or actions

Organizing Campaign Development

- Conduct workplace and industry outreach
- Develop organizing plans and timelines
- Set measurable campaign goals
- Build organizing committees that reflect the workforce
- Escalate actions strategically
- Track support and engagement using databases or tracking tools
- Adjust strategy based on responses and capacity

Leadership Identification & Development

- ID natural leaders and influencers on job sites
- Train workers in:
 - 1 on 1 conversations
 - Handling anti-union messaging
 - Running meetings
 - Leading actions
- Coach worker leaders to organize coworkers
- Develop worker confidence, accountability, and ownership
- Facilitate leadership transitions as campaigns mature

Education & Messaging

- Educate workers on:
 - Union structure and benefits
 - Labor law basics
 - Rights on the job
 - Collective bargaining and contracts
- Counter misinformation and employer anti-union campaigns
- Craft and deliver clear organizing messages
- Prepare talking points, leaflets, and internal materials
- Support workers in telling their own stories.

Legal & Strategic Compliance (with support)

- Ensure organizing activities comply with labor law
- Document unfair labor practices (ULPs)
- Coordinate with legal staff or counsel
- Support workers through retaliation or discipline
- Prepare affidavits and evidence when needed
- Maintain confidentiality and data security

Community, Political, and Ally Engagement

- Build relationships with community groups, faith leaders, and allies
- Coordinate solidarity actions or endorsements
- Engage elected officials when appropriate
- Connect worker struggles to broader community issues
- Support coalition-based campaigns and public actions

Internal District Council Coordination

- Coordinate with:
 - BMST's and Elected Representatives
 - Organizing, Servicing, Gov't Affairs, Training Directors
- Report progress, challenges, and metrics
- Participate in staff meetings and planning sessions
- Support contract campaigns and strikes/pickets when assigned
- Uphold union values, policies, and strategic direction

Administration, Tracking, & Reporting

- Maintain accurate worker lists and contact information
- Track support levels, conversations, and actions
- Enter data into organized databases
- Submit regular reports on progress and outcomes
- Document wins, setbacks, and lessons learned
- Manage travel, scheduling, and logistics

Personal & Professional Development

- Participate in organizer training and education
- Reflect on campaigns and improve practice
- Manage workload, boundaries, and burnout
- Mentor new organizers when appropriate

- Stay informed on industry trends, labor law, and organizing models