
Overview

This unit is appropriate for you if your role involves:

1. Supporting the activities of the union.
2. Contributing to campaigns.

The activities you are likely to be involved in:

3. Developing campaign plans.
4. Producing briefing and publicity materials.
5. Providing colleagues with updates on the progress of campaigns.
6. Offering support to campaign organisers.
7. Providing feedback on the effectiveness of campaigns.

What the unit covers:

8. Contributing to the planning and implementation of activities and campaigns.
9. Contributing to activities and campaigns.

**Performance
criteria**

Contribute to the planning and implementation of activities and campaigns

You must be able to:

- P1 Initiate campaigns in line with agreed priorities and instructions appropriate to local circumstances and resources.
- P2 Develop campaign plans in consultation with relevant people, which identify clearly the aims and purposes of the campaign and include realistic evaluations of likely outcomes and measures of success.
- P3 Identify relevant and accurate briefing and publicity materials and make them available to representatives.
- P4 Make sure that, where briefing and publicity materials are non-specific, they are suitably modified to reflect local needs and issues.
- P5 Arrange meetings at times and in venues which are likely to attract the maximum attendance.
- P6 Make sure that oral presentations are clear and accurate, and identify the advantages and benefits to be gained from appropriate courses of action.
- P7 Make sure that appropriate sources of information are consulted regularly and assessed against required campaign outcomes.
- P8 Provide colleagues and officers of the union with accurate and up-to-date information on the progress and outcomes of campaigns, and make sure that key learning points are stored for future reference.

Contribute to activities and campaigns

You must be able to:

- P9 Support campaigns which are within the agreed policy of the union.
- P10 Offer appropriate support and advice to organisers of approved campaigns.
- P11 Make sure that advice offered is clear and accurate, conforms to union policy and does not compromise the position or credibility of the union.
- P12 Provide members with up-to-date and accurate information on the progress of campaigns which are receiving the direct support of the union.
- P13 Provide realistic and accurate feedback to campaign organisers on the local impact and effect of activities and campaigns.

Knowledge and understanding

The nature and role of workplace campaigns

You need to know and understand:

- K1 The types of campaign suitable for particular workplaces and how to evaluate their potential for success.

Principles and concepts

You need to know and understand:

- K2 Commitment to and engagement with workplace campaigns.
- K3 Sources of campaign information.
- K4 Suitable publicity materials and media.
- K5 Methods of making meetings attractive.
- K6 Communication within the union.
- K7 The types of support that you are able to offer campaign organisers.

External factors influencing policy-making

You need to know and understand:

- K8 Codes of practice, agreements, procedures and legal requirements which affect workplace activities.
- K9 Union policies for international working.

CFAUC6

Support activities and campaigns within the policies of the union

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Suite TUC Core Trade Union role

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