

GET ORGANISED

YOUR NAPO
POCKET
GUIDE TO:

- ✓ ORGANISING
- ✓ RECRUITMENT

Probation | Family Courts

napo

INTRODUCTION

Napo is the largest trade union in Cafcass and in Probation in England, Wales and Northern Ireland.

To build on our current strength, and in order to advance members' interests, both in terms of fighting to protect workers' rights but also promoting and protecting professional standards, we need to grow our membership base, increase activism and get organised. This guide has been produced to give members and activists the tools they need to:

- ✓ Get organised
- ✓ Increase participation
- ✓ Run campaigns

Some of the ideas in this guide will be relevant to organising in new workplaces, and others will help you build on structures that may already be in place.

For more advice on organising and recruitment, see Napo's Organising and Recruitment Guide or visit our website www.napo.org.uk/organising-recruitment

ORGANISING

Organising is essential. Not only will it allow Napo to be a strong and effective union, it will also increase our capacity to support members and protect their professions.

We can begin to get organised by:

- ✓ Drawing on the collective strength of members, reps and activists
- ✓ Campaigning on the issues that matter most to members and potential members
- ✓ Reflecting the diversity of membership throughout our structures and in the work that we do

When a branch and / or workplace is organised:

- ✓ Branches and members communicate with each other effectively and regularly
- ✓ Members prioritise union activity
- ✓ Local and national meetings will be well attended
- ✓ Reps are available across workplaces

RESEARCH AND MAPPING

Knowing your membership will help focus your efforts where they are most needed and can be most effective.

Research your members and note:

- ✓ Age
- ✓ Gender
- ✓ Ethnicity

Map workplaces to find out:

- ✓ What roles are based there
- ✓ Staff shift patterns
- ✓ Level of union density

Create a survey that allows members to tell you:

- ✓ What issues they want tackled in the workplace
- ✓ The causes they care about outside of work
- ✓ How active they would like to be in Napo

DEVELOPING AN ORGANISING TEAM

Successful organising teams draw on the knowledge and skills of a cross section of membership including reps, activists and members.

Building a successful organising team requires:

- ✓ You to ask for volunteers to get involved
- ✓ Reps to identify the key issues needing attention
- ✓ Members to participate in Napo activity

Members could be encouraged to do things like:

- ✓ Maintain the union noticeboard
- ✓ Distribute leaflets and newsletters
- ✓ Take part in mapping and research exercises
- ✓ Promote surveys and petitions run by Napo
- ✓ Ask a colleague to join Napo – we run regular incentive schemes so keep an eye out for those.

CAMPAIGNING

Campaigns help raise awareness of the issues members care about and can also increase membership and participation.

For a campaign to be successful there needs to be a plan which:

- ✓ Has clear goals that you want to be achieved and any timescales attached to them
- ✓ Identifies who has the power to effect change for Napo members and the best way to communicate with them
- ✓ Takes into account the resources (money, materials, people) you have to deliver the campaign and the best way to utilise them

People connect with a good campaign message so make sure that:

- ✓ You keep it to one issue per campaign
- ✓ The issue is relevant to existing and prospective members
- ✓ The message clearly communicates the problem and any identified solutions

Evaluate the campaign throughout its duration by asking:

- ✓ Have members and activists engaged with the campaign?
- ✓ Has awareness of the issue increased, especially outside of the Napo?
- ✓ Has the issue been resolved or has progress been made?

EFFECTIVE COMMUNICATIONS

Keeping branch members and other relevant parties up to date with Napo helps to increase visibility, raise awareness of issues and encourages participation.

When developing communications consider:

- ✓ Developing separate mailing lists for activists, members, and those external to the union
- ✓ Using programmes to create newsletters and bulletins that are accessible on work systems
- ✓ Building an online presence on social media and posting relevant information regularly

Please ensure you are familiar with the main principles of the Data Protection Act 2018 / General Data Protection Regulation (GDPR) to avoid any potential breaches for Napo. You can find all the Napo guidance at <https://www.napo.org.uk/data-protection>

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[@NAPO2021](#)

INFO@NAPO.ORG.UK

NAPO
BOAT RACE HOUSE
65 MORTLAKE HIGH STREET
LONDON
SW14 8HL

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napo