



## KEY ELEMENTS OF BARGAINING FOR THE COMMON GOOD CAMPAIGNS

- 1. Expand the scope of bargaining beyond wages and benefits:** Identify issues that resonate with members, partners and allies and that impact our communities. Put forth demands that address structural issues, not just symptoms of the problem
- 2. Go on offense in your campaign by identifying, exposing and challenging the real villains,** the financial and corporate actors who profit from and increasingly drive policies and actions.
- 3. Engage community allies as partners in issue development and the bargaining campaign:** Bring in community partners on the ground floor and ask them what they need out of the bargaining campaign.
- 4. Center racial justice in your demands:** Campaign demands should address the role that employers play in creating and exacerbating structural racism in our communities.
- 5. Strengthen internal organizing, membership and member engagement:** These campaigns must deeply engage the memberships of both unions and community organizations, and there must be opportunities for deep relationship-building and joint-visioning between the members of the different organizations
- 6. Leverage capital in our campaigns:** We need to develop strategies that leverage the financial power of workers' pension funds and endowments in order to win common good demands.
- 7. The campaign doesn't end once the union settle its contract:** Common good is about building long-term community-labor power, not about giving unions some good publicity during a contract fight. The boss doesn't automatically become a good actor once the contract is settled and the community's demands don't become any less important.