

11 October 2023

New L&SE Recruitment Campaign has launched

The campaign slogan is '**Proud to be a key worker, proud to be a trade unionist**'.

After a motion to the London and South East regional AGM, branches devised plans and materials to boost their organising efforts in workplaces and the member-led campaign is off to a flying start.

Recruitment activities have been taking place in workplaces across the region, from HMRC to DEFRA, DLUHC to the Cabinet Office, with other branches preparing plans to run their own activities throughout the coming months.

The campaign aims to achieve the organising targets set out at PCS's 2023 annual delegate conference, of 50% membership density in every workplace, 2% of members to be union advocates, and at least one rep in every workplace.

Branches reported back to a meeting of regional activists at the Civil Service Club on 26 September, sharing ideas and feedback and planning future recruitment activity.

Members and activists are being asked to:

- Speak to friends and colleagues and encourage them to join PCS.
- Raise the visibility of PCS at work by wearing or displaying an item of PCS branded free merchandise such as a hat, lanyard, pen, or Proud to be a Trade Unionist sticker.
- Organise leafleting sessions, desk-drops, and recruitment stalls in workplaces using the 'Proud to be a key worker, proud to be a trade unionist' campaign materials.

[View and order recruitment materials for your branch.](#)

If you would like any more information on how to get involved, please contact londonse@pcs.org.uk