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From colleague to campaigner

Use tips from the TUC to build strength and solidarity this HeartUnions week by talking to colleagues about membership and activism.

It can be tempting to rely on reps to do the talking to non-members. Or to put out some stickers and leaflets and hope someone bites. But nothing beats a face-to-face conversation. It gives people chance to voice their concerns, express their hopes and to ask questions. And people get to hear your story and understand why unions matter.

People are often keen to join a union when they see it as an insurance policy. If they have issues at work - bullying, unfair treatment, changes to conditions, discrimination - they can get support from their rep and from the union's wider resources. What about a different view? It's often said that union membership is more like joining a gym - one that inspires you to do more, not one you pay for and never use.

PCS has led the way among UK unions in moving from a 'servicing' model (the insurance policy) to the 'organising' model (the gym). This means that branch members work as a unit, and as part of the whole of PCS. A more powerful voice in the workplace - literally *your* voice. Whether it's workforce issues like pensions and terms and conditions or social issues like racism, equality or the environment, being part of a union is being part of the change you want to see.

Have a look at the [TUC's short online training session on Talking about the union](#). It should take between 15 and 45 minutes and is accredited by the TUC. It gives you tips on how to get conversations started naturally, interact and respond well and knowing how to put across the things that are important to you.

[Find out about other courses and training available through PCS.](#)