

# Contract Campaign Phases

## Foundation period

- Goal: Build capacity.
- Activities: Bargaining surveys to identify priorities; identify leaders, clarify objectives, research corporate finances; select bargaining team; reach out to community leaders, other unions, clergy, and politicians, etc.
- Duration: May last a few days, weeks, months, or years depending on the scope of the undertaking and the extent to which you have to start “from scratch.”

## Kick-off phase

- Campaign officially begins. Creates the focused concentration and commitment it takes to get things going.
- Activities: Press Conferences– “going public,” petition with signatures of support for bargaining team, bargaining conference, a visible action, etc.

## Escalation Period

- Series of objectives that build the campaign. Through escalation the conflict increases, issues are polarized, mobilization becomes intense.
- Campaign proceeds to a series of peaks, each one building on what has gone before.
- The key to this phase is in finding ever-new ways to broaden support, sharpen the issue, and renew commitment. It is also in devising peaks that are inspirational, yet achievable. Smaller campaigns may only need one peak.
- Activities: stickers of unity and support for contract campaign, informational picket, call the media, hold candlelight vigil, wearing red.

## The Peak

- The moment of maximum mobilization.
- The peak creates a crisis. All resources mobilized to reach this point.
- Activities: Strike or threat of strike, continue to build strength until Tentative Agreements are reached.

## Resolution

- Reaching clear, measurable outcome.
- Activities: Bargaining Team recommends members vote YES to ratify Tentative Agreements, members ratify the contract.

- Always end campaigns with an evaluation, a celebration, and implementation of the new contract.