

Organising and Recruitment Strategically

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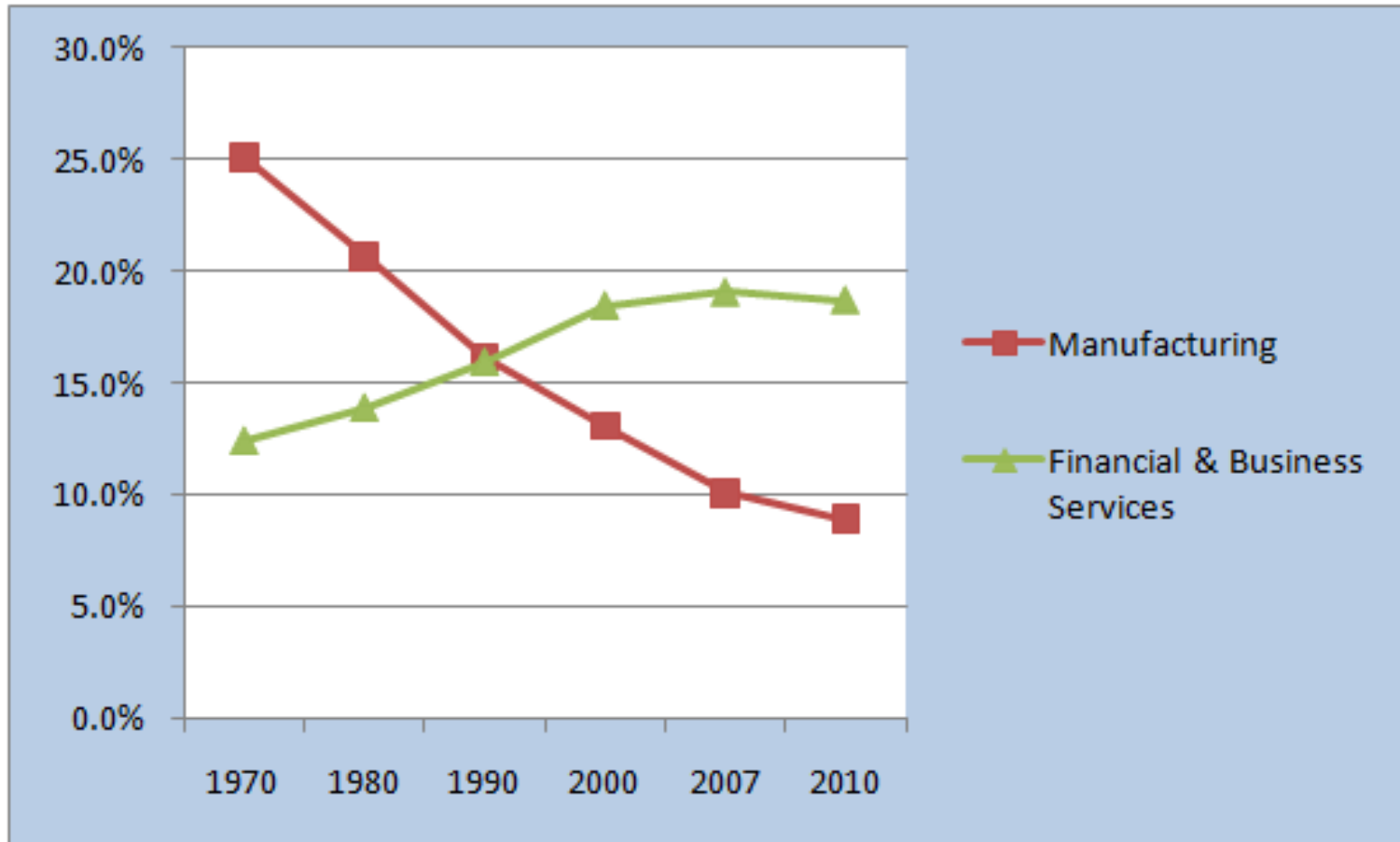
The secret is planning



Who and Where and Why The Lessons of History



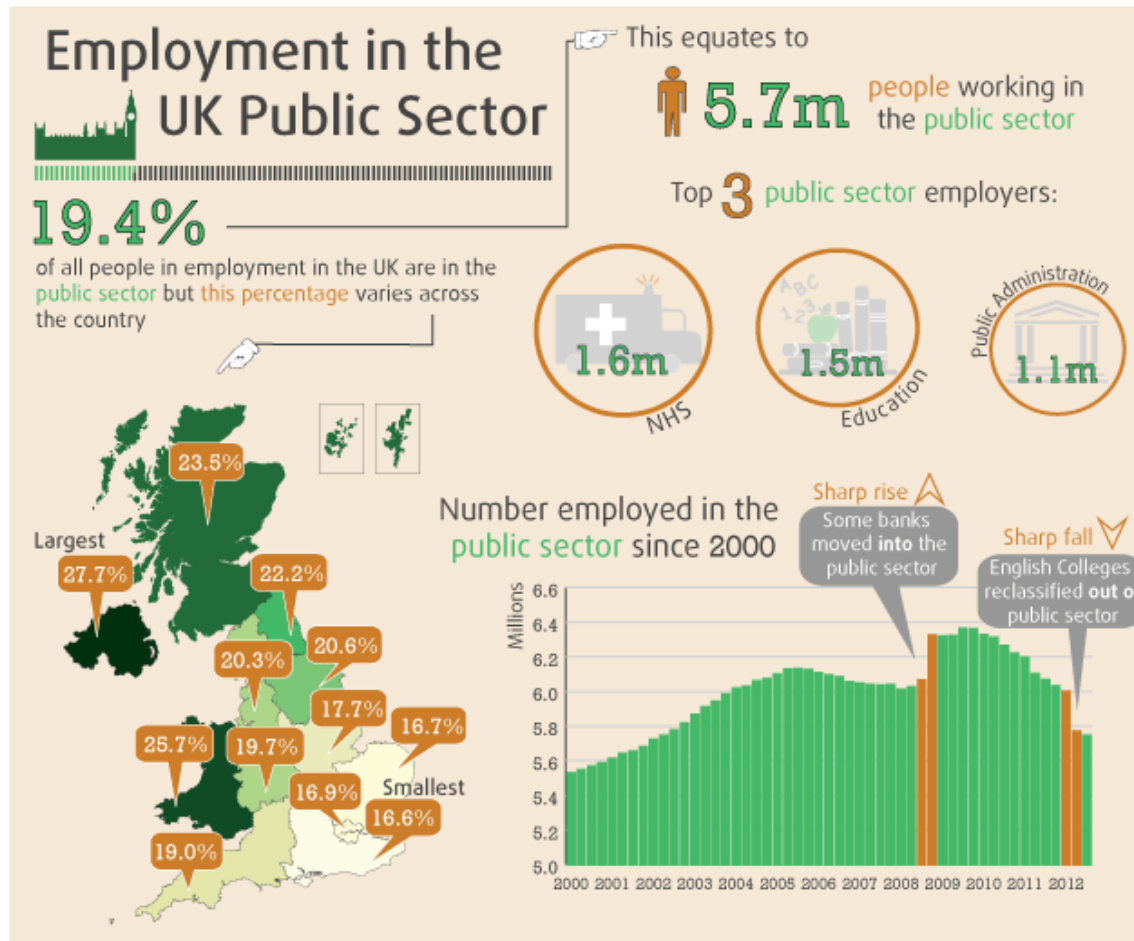
So what happened???



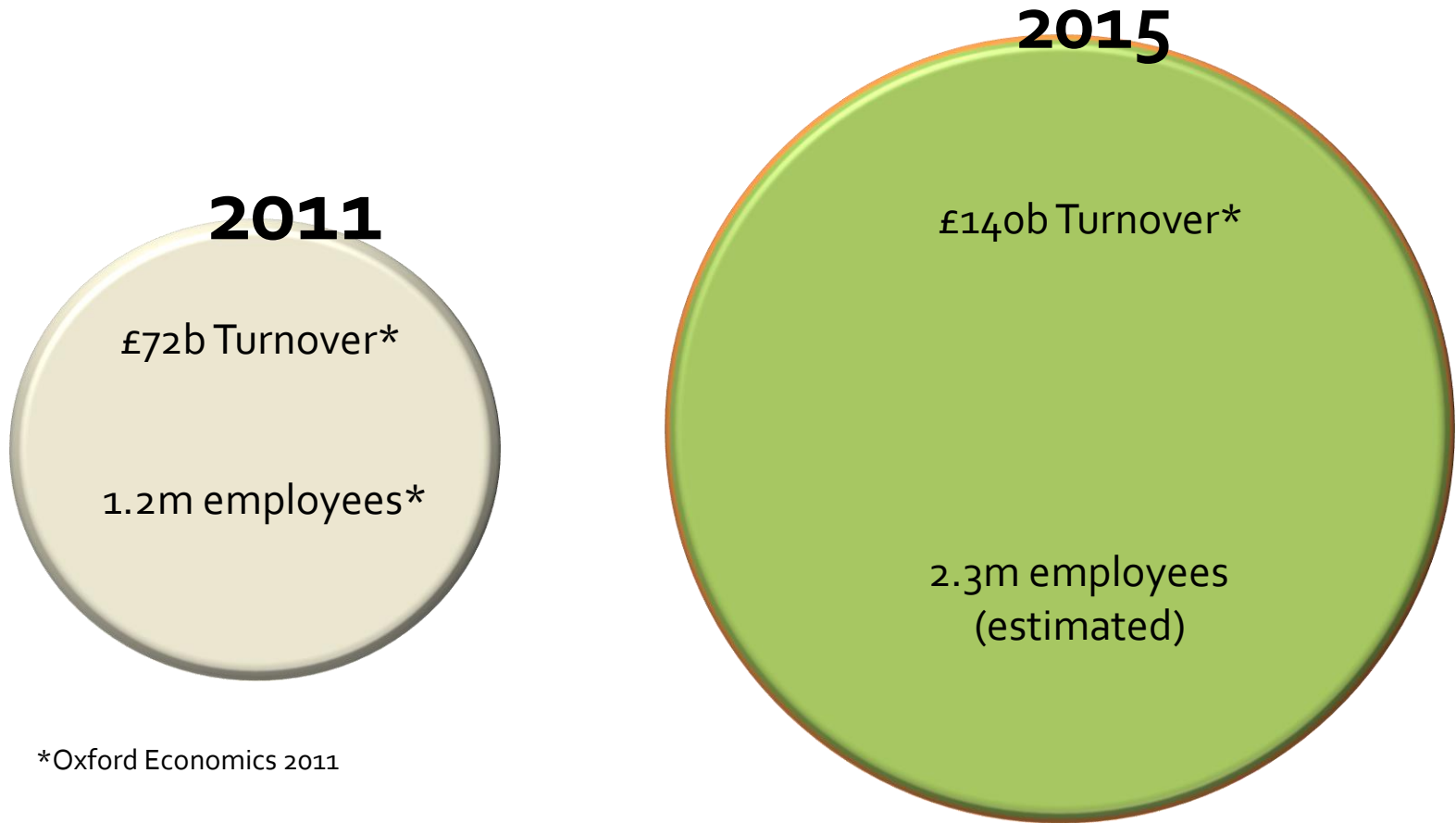
Ghettoised in the public sector

- 30% of the workforce in Europe in public services
- 50% of trade union members are in public services

Neo Liberalism and the assault on public services



The growing Public Service



*Oxford Economics 2011

*Economist 2011

Why

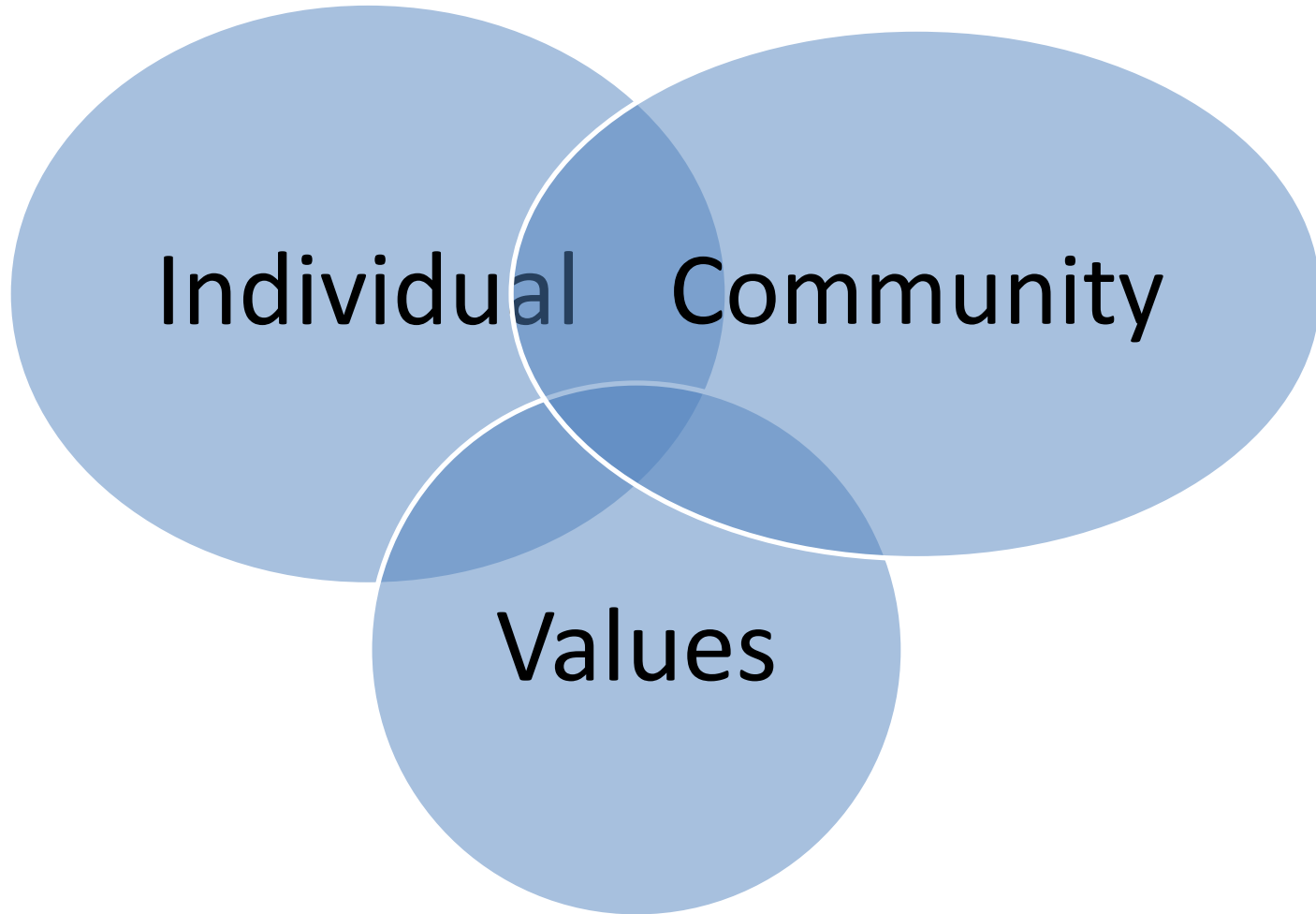
Demographics



Think Strategic
Think local!



Why might members be persuaded to join or become active?



So targeting should also look at three things locally

1. Are there individual issues that matter to the members and potential members?



So targeting should also look at three things locally

2. Are we strong on the ground?



