

# CWA - Retired Members' Council

## RMC Strategies

### Organizing Life-Time Retirees

#### **Make A Direct Ask**

Many non-members haven't joined because they haven't been asked one-on-one to join. It's important to be clear and direct when asking your retirees to become LifeTime members of CWA Retirees.

#### **Communicate A Sense Of Urgency**

Our fight is urgent and so is the need for us to be united. We need to join together in the fight just like we did when we were working members to help defend and improve our benefits and living conditions

#### **Explain That Membership Is About Power**

If we want to win on issues like Social Security, Medicare and Working Family issues we need to first demonstrate our power with strong Union retirees. There is strength in numbers.

#### **Connect To Their Immediate Concerns**

Whether the issue of the day is to save your pension or addressing a healthcare issue, the most compelling way to explain our need for a strong RMC is to connect Union retirees with something that they care about

#### **Share A Personal Experience Of Solidarity**

Remind them that issues were resolved because of a strong Union. There is no better way to communicate the power of strong retiree Union membership than a story of a win that came because of solidarity, staying strong and staying involved.

#### **Be Prepared**

Make sure you have a LifeTime membership form. It's also important to have some information on why it is so important to join the RMC to leave with your retirees that way he or she is immediately plugged in to what it means to be an active RMC member.

## **CWA – RMC The Principles Of Organizing Our Retirees**

- **Make a plan for contacting every non-member within your chapter**
- **Create an organizing committee that is focused on signing up non-members**
- **Have the organizing committee set goals**
- **Be prepared to answer, "Why should I join as a LifeTime member".**

# Overcoming Objections to Joining the RMC

## ➤ I am paying more for my health benefits

I agree this is not what we expected when we retired. Can you imagine what would happen if we didn't have the Union? We need the strongest Union possible; we need everyone to be a member to send a strong message to the corporations that we care enough to fight back.

## ➤ 10 years ago the Union.....(past history)

I agree with you that our history is strong. We learned from the past that it only gets better today if we do something about it. We need you to help us now, we need you to help us protect our pensions, we need you to help us protect our benefits, CWA has led the way and we need you to continue to be supportive.

## ➤ What does the Union do anyway

The employer will not give us anything out of the kindness of their heart. We joined the Union to have a voice. We fought hard for what we have, and now we join together to protect to keep our benefits over and over again.

## ➤ I don't need the Union I'm retired

Some people believe we are done once retired. All of us together are stronger together. We need to educate and mentor new workers how we won our fights for the right to decent wages, working conditions, safety programs, benefits, defined pensions, to fight to protect what we have and continue mobilizing for improvements with the active locals and mobilization teams.

**Many of us have already joined the Retired Members' Council;  
we hope you will join today.**

**Thank You - I have an application here, or you can go online at  
<http://www.CWARetirees.org>**