RECRUITMENT AND ORGANIZING: HOW CAN DIGITAL TOOLS BE USED TO STRENGTHEN UNIONS?

23 MAART 2025

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FNV
in actie
FNV in actie
FNV in actie
FNV in actie

STUDENTEN
≠
MELKKOEIEN
No Budget cuts for higher education!!
Don't
my future!
vakbondsleden
solidair met
PALESTINA
Don't Short-change Our Young Minds!
Every Student Counts: Reject Budget Cuts!
WTF
Where's The
AOL

WHAT IS DIGITAL ORGANIZING?

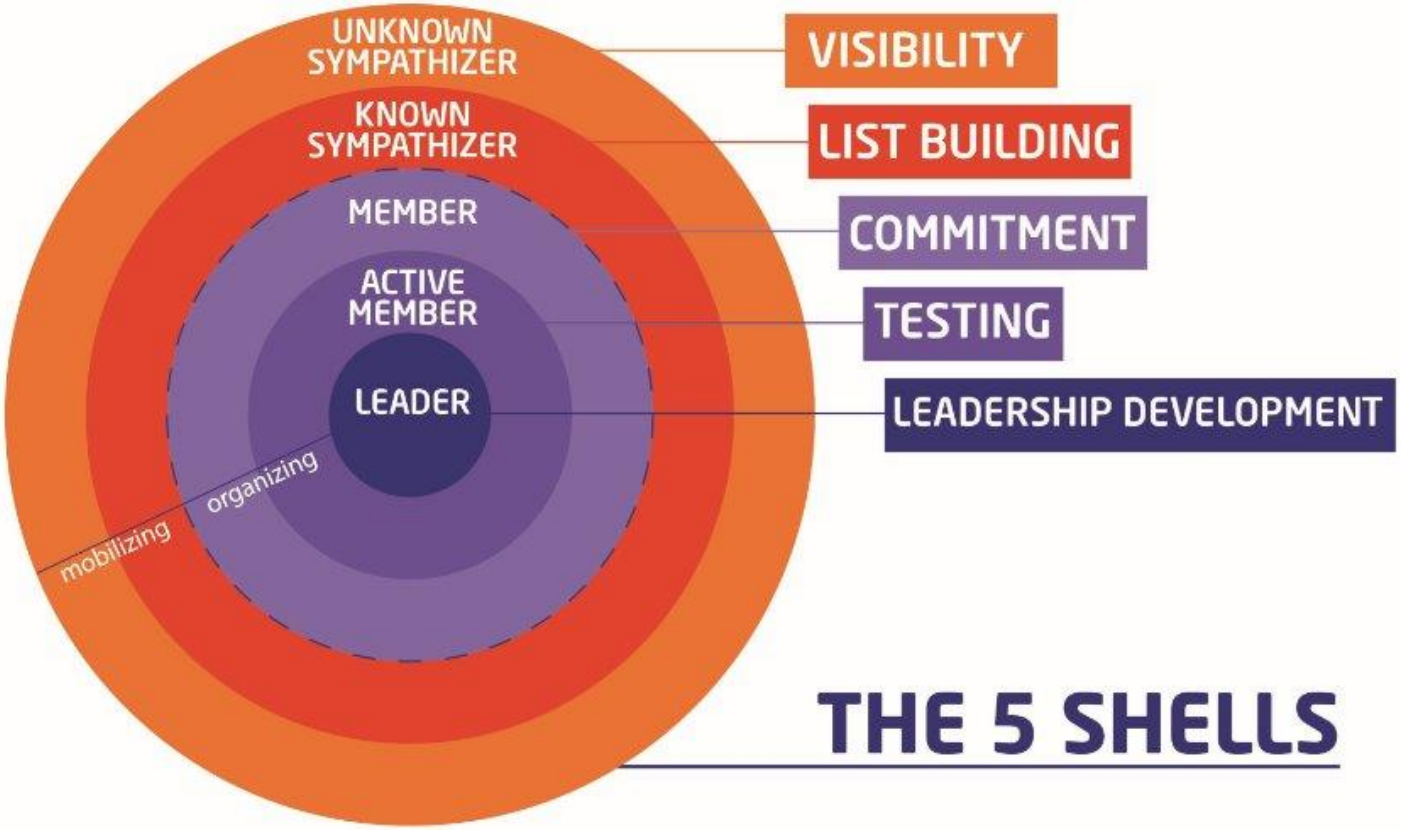
WHAT IS DIGITAL ORGANIZING?

Finding the right people online

to build relationships on scale

with the main goal of building a personal one-on-one relationship

OUR MODEL


UNKNOWN SYMPATHIZER
KNOWN SYMPATHIZER
MEMBER
ACTIVE MEMBER
LEADER
mobilizing
organizing
VISIBILITY
LIST BUILDING
COMMITMENT
TESTING
LEADERSHIP DEVELOPMENT
THE 5 SHELLS

HOW TO USE THE MODEL

- Step 1: Determine your campaign goal and figure out how digital organizing can play a role in that.
- Step 2: Fill in the number of people from your target group for each shell and make a strategic choice on which shell(s) you want to focus.
- Step 3: You choose which tactic suits that shell best.
- Step 4: You attach a goal to it and choose within what time you want to reach that goal.
- Step 5: You choose which steps you will take first and which follow-up will suit your plan.

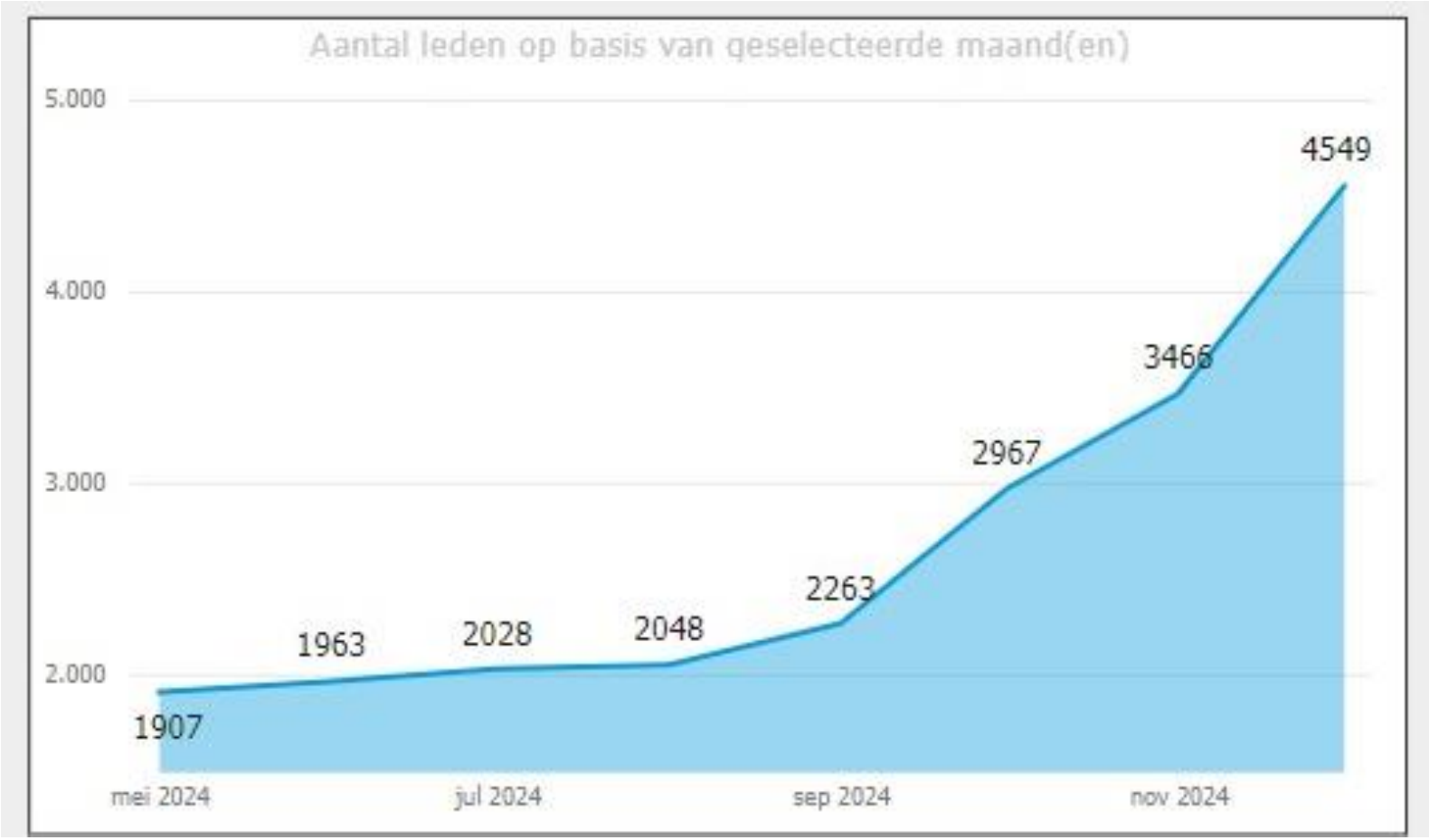
PHARMACY WORKERS

PHARMACY WORKERS: APPROACH

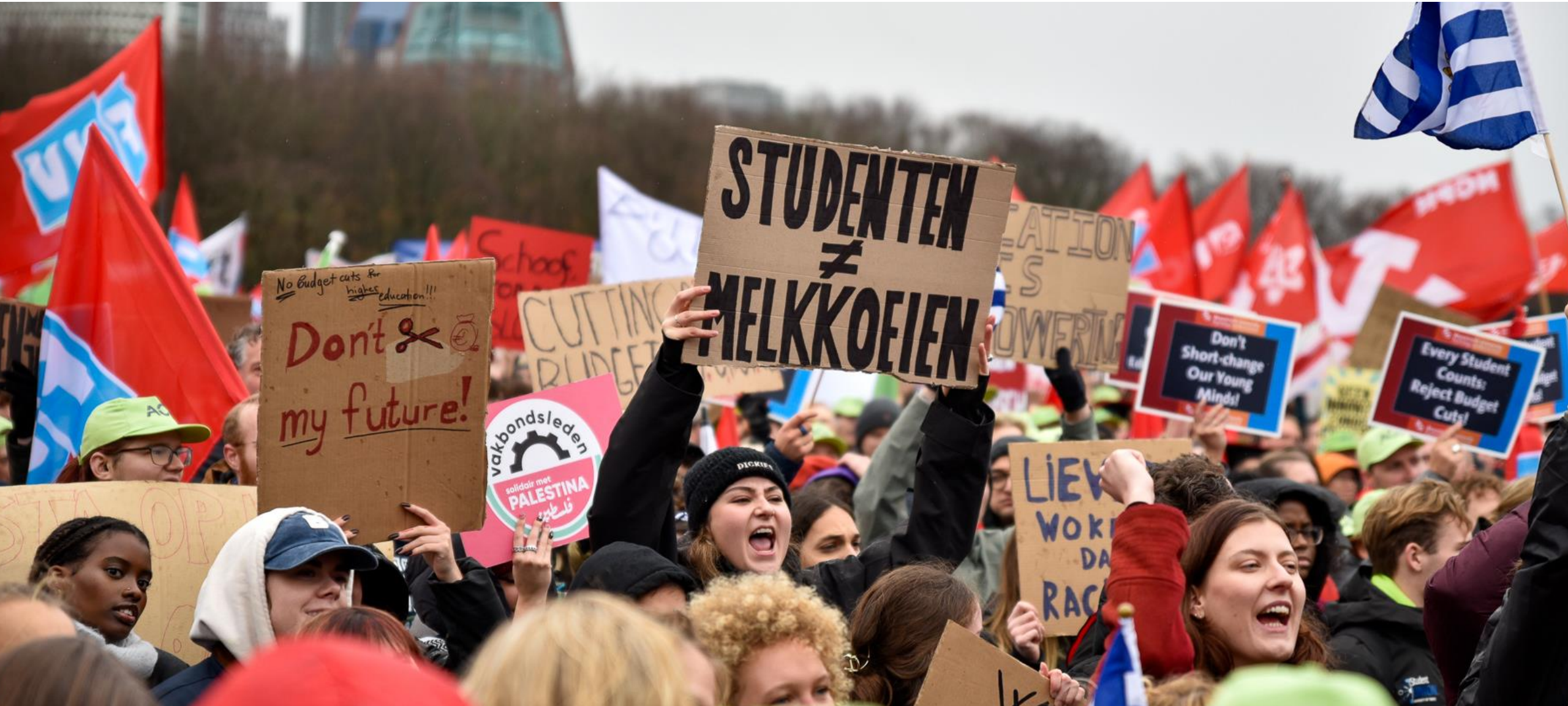
- Our approach started in June, last year
- The wages of the workers were too low
- We made a lead strategy: how to reach potential members?
- We created a WhatsApp Community and started a petition
- All the potential members who signed the petition were called by our callcenter
- Our organizers were going to locations where many people signed the petition
- We organized strikes in all pharmacies in our country
- We didn't win the wage dispute yet...

But we will!

PHARMACY WORKERS: THE RESULTS



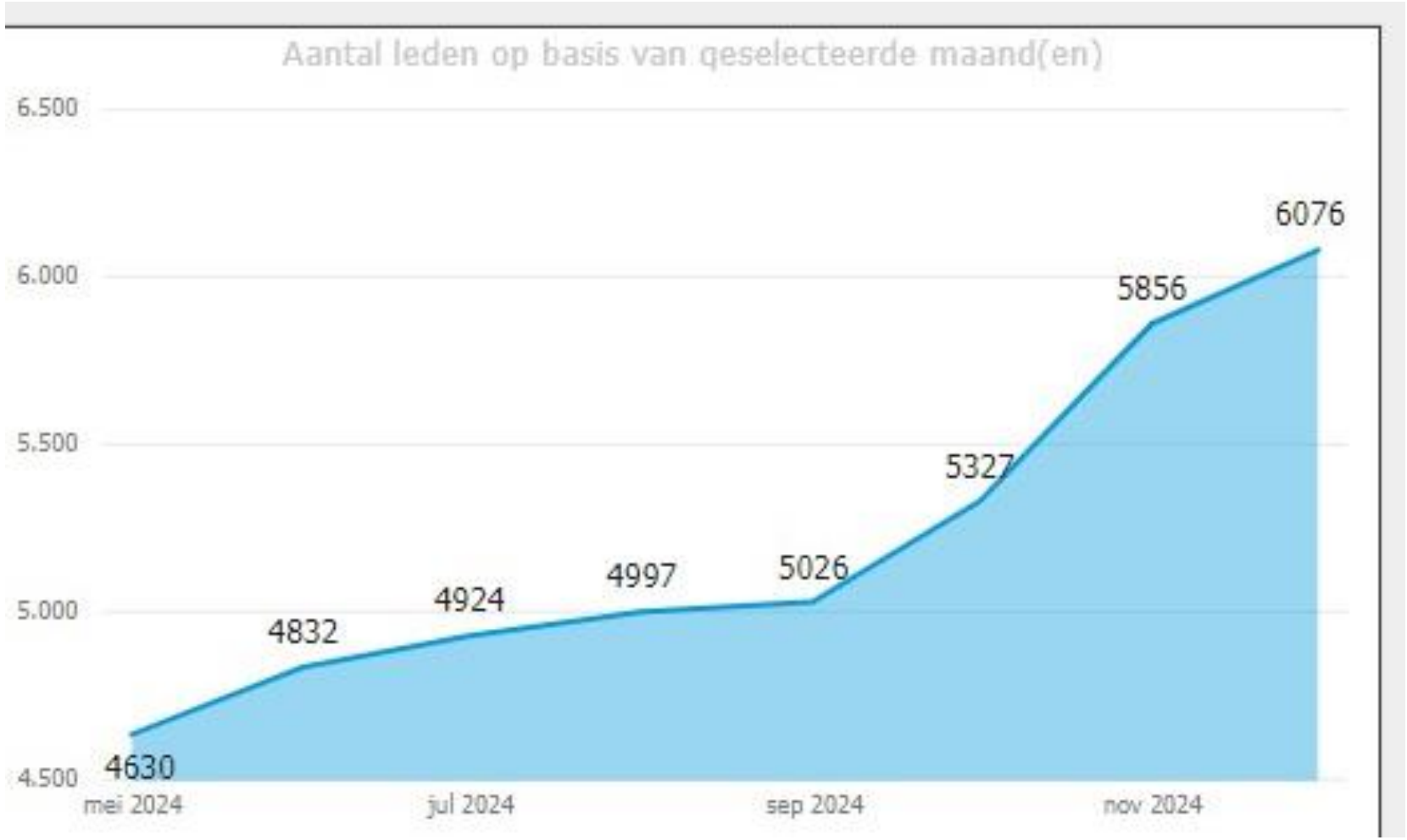
UNIVERSITIES



UNIVERSITIES: APPROACH

- We started our approach in September, last year
- Because our government announced huge budget cuts at universities
- We organized a national demonstration
  - Goal: 7000 people
  - Result: 25.000 people
- We did a lot of mapping
- Some of the budget cuts are off the table now, but that's not enough
- This week our relay strike started

UNIVERSITIES: THE RESULTS



OUR RESULTS OF DIGITAL ORGANIZING

- Many new members
- More activated members
- Stronger active membership base, for example organizing committees
- Open mind for new technologies and ideas

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