**Worker Association Canvas**

**Constituents**  
- Workers (Crew members)  
- Customers/ Other low wage workers

**Problem**  
- Top 3 problems  
  - Low Pay  
  - Lack of respect  
  - Inconsistently Scheduling

**Benefits of Membership**  
- Top 3 benefits of membership  
  - Network of Workers/Non-Workers  
  - Rapid Response System  
  - Union Benefits

**Strategies**  
- Where to focus? How to win?  
  - Action on Shop Floor  
  - Building Worker Power  
  - Building towards Boycott (Damage)

**Competitive Advantage**  
- Avoid being defeated or undermined  
  - Unexpected Actions  
  - Political Members (Novelty)  
  - Social Networks

**Financing**  
- Seed funding  
- Sustainable financing at scale

  - Dues / IUW  
  - Donations / Community, Unions

**Key Metrics**  
- Most essential activities, outputs, impacts to measure

  - Leadership Development  
  - Involvement  
  - Social Media/ News Coverage  
  - # of Union Membership  
  - Turnout of Actions

**Channels**  
- Path to members, allies and other key constituents

  - Electronic Communication (e.g. Facebook, Mailchimp, Group Messaging, Group Me/What’s App, Email, Gogledrive)  
  - Meetings/ Socials  
  - IO1 Conversations

**Core Capabilities**  
- Top 3 things to be world class in

  - Coalition Building  
  - Media coverage  
  - Direct Worker Involvement/ Rapid Reactions

**Membership and Leadership Structure**  
- How do we define a member? When do members meet? How are decisions made? How is the leadership decided? What is the leadership body?

  - Formal Membership (Authorization Card, Dues)  
  - Spreadsheet/ Googledrive  
  - General Membership; Solidarity Committee; Action Committee; Organizing Committee; Intern Decision Makers (Organization Chart)  
  - Elected people (e.g. Secretary, Treasurer)

**Mechanism**  
- What is the mechanism or hook to hold improved wages and working conditions? How will members be retained? How will we tie the benefits created to being a member?

  - Change Consciousness/ Inspire Workers  
  - Ongoing Organizing  
  - Relationships/ Retention

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