

# Worker Association Canvas

Designed for:  
**Burgerville Workers Union [BVWU]**  
 Portland, Oregon | 09/2014-10/2016

Designed by:  
**Group Discussion of 7 FW's**

date: **Oct 2016**

number#: **001**

<p><b>Constituents</b>                  primary constituents                  secondary constituents</p> <ul style="list-style-type: none"> <li>-&gt; Workers (Crew members)</li> <li>-&gt; Customers/ Other low wage workers</li> </ul>	<p><b>Problem</b>                  top 3 problems</p> <ul style="list-style-type: none"> <li>• Low Pay</li> <li>• Lack of respect</li> <li>• Inconsistently Scheduling</li> </ul>	<p><b>Benefits of Membership</b>                  top 3 benefits of membership (solutions)</p> <ul style="list-style-type: none"> <li>• Network of Workers/Non-Workers</li> <li>• Rapid Response System</li> <li>• Union Benefits</li> </ul>	<p><b>Strategies</b>                  where to focus? how to win?</p> <ul style="list-style-type: none"> <li>• Action on Shop Floor</li> <li>• Building Worker Power</li> <li>• Building towards Boycott (Damage)</li> </ul>	<p><b>Competitive Advantage</b>                  avoid being defeated or undermined</p> <ul style="list-style-type: none"> <li>• Unexpected Actions</li> <li>• Political Members (Novelty)</li> <li>• Social Networks</li> </ul>
<p><b>Financing</b>                  seed funding                  sustainable financing at scale</p> <ul style="list-style-type: none"> <li>• Dues/ IWW</li> <li>• Donations / Community, Unions</li> </ul>	<p><b>Key metrics</b>                  most essential activities, outputs, impacts to measure</p> <ul style="list-style-type: none"> <li>• Leadership Development</li> <li>• Involvement</li> <li>• Social Media/ News Coverage</li> <li>• # of Union Membership</li> <li>• Turnout of Actions</li> </ul>	<p>Unique Value Proposition                  single, clear, compelling message that states why you are different and worth joining</p> <p>"We need a raise"</p> <p>&amp;</p> <p>"We are the heart of Burgerville"</p> <p>&amp;</p> <p>"We deserve a voice"</p>	<p><b>Channels</b>                  path to members, allies and other key constituents</p> <ul style="list-style-type: none"> <li>• Electronic Communication (eg. Facebook, Mailchimp, Group Messaging, 'Group Me'/What's App, Email, Googledrive)</li> <li>• Meetings/ Socials</li> <li>• 101 Conversations</li> </ul>	<p><b>Core Capabilities</b>                  top 3 things to be world class in</p> <ul style="list-style-type: none"> <li>• Coalition Building</li> <li>• Media coverage</li> <li>• Direct Worker Involvement/ Rapid Reactions</li> </ul>
<p><b>Membership and Leadership Structure</b>                  How do we define a member? When do members meet?                  How are decisions made? How is the leadership decided? What is the leadership body?</p> <ul style="list-style-type: none"> <li>• Formal Membership (Authorization Card, Dues)</li> <li>• Spreadsheet/ Googledrive</li> <li>• General Membership; Solidarity Committee; Action Committee; Organizing Committee; Intern Decision Makers (Organization Chart)</li> <li>• Elected people (eg. Secretary, Treasurer)</li> </ul>			<p><b>Mechanism</b>                  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?</p> <ul style="list-style-type: none"> <li>• Change Consciousness/ Inspire Workers</li> <li>• Ongoing Organizing</li> <li>• Relationships/ Retention</li> </ul>	