

Worker Association Canvas

Designed for:
Jimmy John's Workers Union [JJWU]
 Minneapolis, Minnesota | 02/2007-09/2016

Designed by:
Group Discussion of 5 FW's + one IOI Interview

date: **Sept 2016**
 number#: **001**

<p>Constituents primary constituents secondary constituents</p> <p>->Workers (In-Shop and Delivery) -> Community Supporters/ General Public/ [+ Nationwide Fastfood Workers]</p>	<p>Problem top 3 problems</p> <ul style="list-style-type: none"> • Low Wages • Missing job security (eg. hours/benefits) • Lack of respect 	<p>Benefits of Membership top 3 benefits of membership (solutions)</p> <ul style="list-style-type: none"> • Social Network • Backup on Grievances • Covering Shifts 	<p>Strategies where to focus? how to win?</p> <ul style="list-style-type: none"> • NLRB Election for all Stores in MSP • Direct Action around small Problems • Strong Network amongst People [+ Public Pressure] 	<p>Competitive Advantage avoid being defeated or undermined</p> <ul style="list-style-type: none"> • Resilient and militant organizers/ activities • Salts • Social Networks
<p>Financing seed funding sustainable financing at scale</p> <ul style="list-style-type: none"> • Branch Support of IWW • Dues • Fundraisers (\$10.000-15.000) 	<p>Key metrics most essential activities, outputs, impacts to measure</p> <ul style="list-style-type: none"> • # of Workers participating in Action • # of committee members • # of working conditions improving • # of Union Membership • # of actions/intensity 	<p>Unique Value Proposition single, clear, compelling message that states why you are different and worth joining</p> <p>"Wages so low you'll freak" & "Got your back"</p>	<p>Channels path to members, allies and other key constituents</p> <ul style="list-style-type: none"> • IOI conversations • Meetings/ text messages/Flyers/Posters • Social Events • Facebook 	<p>Core Capabilities top 3 things to be world class in</p> <ul style="list-style-type: none"> • Job Actions • Democratic decision making • Relationships • Media coverage
<p>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?</p> <ul style="list-style-type: none"> • Participants are members/Task Assignment • Decisions by majority vote • Weekly sunday meetings • Elected people (eg. Secretary, Treasurer) 		<p>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?</p> <ul style="list-style-type: none"> • In store actions • Rumors • NLRB Election Process • Public Pressure • Education 		