

Staff toolkit



More than 45,000 public sector workers have already pledged to demand a better deal. As we enter phase three and the push for 70,000 signatures, we will be focusing on direct member engagement. This toolkit is aimed at supporting those asking members, colleagues, and public sector workers to sign the pledge for a better deal.

The primary focus of phase 3 is direct member engagement. How this engagement is undertaken will vary from branch to branch and workplace to workplace. The events below are suggestions drawn from the positive experiences of reps and officials.

Suggested activity

Resources referenced in this document can be found at the [linktree](#).

Every branch is unique and brings unique challenges. The suggestions below are based on positive feedback from branches and officials. If you would like to make recommendations for items to be added to the list please contact pledge@forsa.ie.

Online briefing: localised briefings by branch or employment are a less labour-intensive way to engage with members about the pledge. Meetings typically last 20-25 minutes, take place online during lunchtime, and can be adjusted to suit your environment.

The toolkit includes:

- A sample [slide deck](#).
- A [video](#) of a similar presentation aimed at activists for reference.

Phone banking: Phone banking is useful for direct one-to-one engagement with members. It is also possible for branches and reps to participate on their own time and at minimal cost. This is especially useful for branches that have comparatively few members left to sign the pledge.

The toolkit includes:

- An easily shareable [WhatsApp link](#) that can be sent to members. Click on the link and choose who you want to send it to. This link will only work on mobile phones with WhatsApp installed.
- An [FAQ document](#) to help answer member queries.

High-visibility events: These events are still the preference for many branches, particularly where there may be a high concentration of workers in a single area or building.

The toolkit includes:

- A soft copy of the campaign [poster](#), [Irish leaflet](#) and [English leaflet](#) to promote your event.
- [ABD Event poster](#) for promoting local events.
- ABD-branded materials for your event (subject to availability).

Have a better idea?: If you have had success with another type of event, please let us know and we will add it to the list. Contact pledge@forsa.ie.

When you and your colleagues stand together, you have the power to win.