



SOLIDARITY SUPPORT

An overview of the help and support available for unions taking strike action

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SOLIDARITY SUPPORT

This short guide gives an overview of some of the ways the TUC Midlands can provide support for unions when they need it most- when they are taking industrial action.

Spreading The Word

From weekly updates to our WhatsApp channel, TUC Midlands is able to highlight information about your dispute right across the labour movement in the Midlands. We can also send out more detailed information about support events or strike funds in our email newsletters.

All you need to do is makes sure you keep us updated by emailing us at tmidlands@tuc.org.uk

In the meantime, you can follow our WhatsApp channel [here](#) and sign up for our newsletter [here](#).

On The Picket Line

Wherever we can, TUC Midlands staff are always happy to visit union members on the picket line. This is a really visible way of showing members that they are not alone and will generally involve cake. We can use these visits to take photos and videos so that we can help to publicise your dispute through our social media.

Drop us a line at tmidlands@tuc.org.uk to arrange a visit.



Megaphone

Megaphone is a free TUC tool that makes it quick and easy for union reps and organisers to start petitions in support of their campaigns and disputes.

A petition is a great way to build a supporter list that you can keep reaching out to with future campaign actions. It won't win your dispute on its own, but it can support the hard on-the-ground work that goes into a successful campaign.

Starting your own petition:

- Go to <https://www.megaphone.org.uk/> and click "Start a Campaign"
- Follow the steps on the screen
- Take a look at our guide for [Writing a winning Megaphone petition](#)
- Add an image to your campaign (petitions with images generally receive 3x as many signatures)
- Share widely and start collecting signatures! Take a look at our guide for [Promoting your Megaphone petition](#)

When someone signs your petition, they'll be joining over 500k supporters who have signed up to receive emails about how they can support union campaigns.

Union organisers continue to use online petitions to:

- Put pressure on management or a decision maker during disputes
- Find new leaders and potential members
- Build confidence amongst members that they can win
- Publicise your dispute and get media attention

Once you've set up your petition, you can message your petition signers with updates and ask them to take more actions to help win your campaign.

Not sure if a petition is right for your campaign? Or want some extra support with your digital organising? We've supported 100's of campaigns and are always on hand to answer questions, give advice, and talk to unions about their campaigns! Email us at campaigns@megaphone.org.uk

You can also use Megaphone to host your event pages, or give members of the public an easy way to send emails to your campaign target.

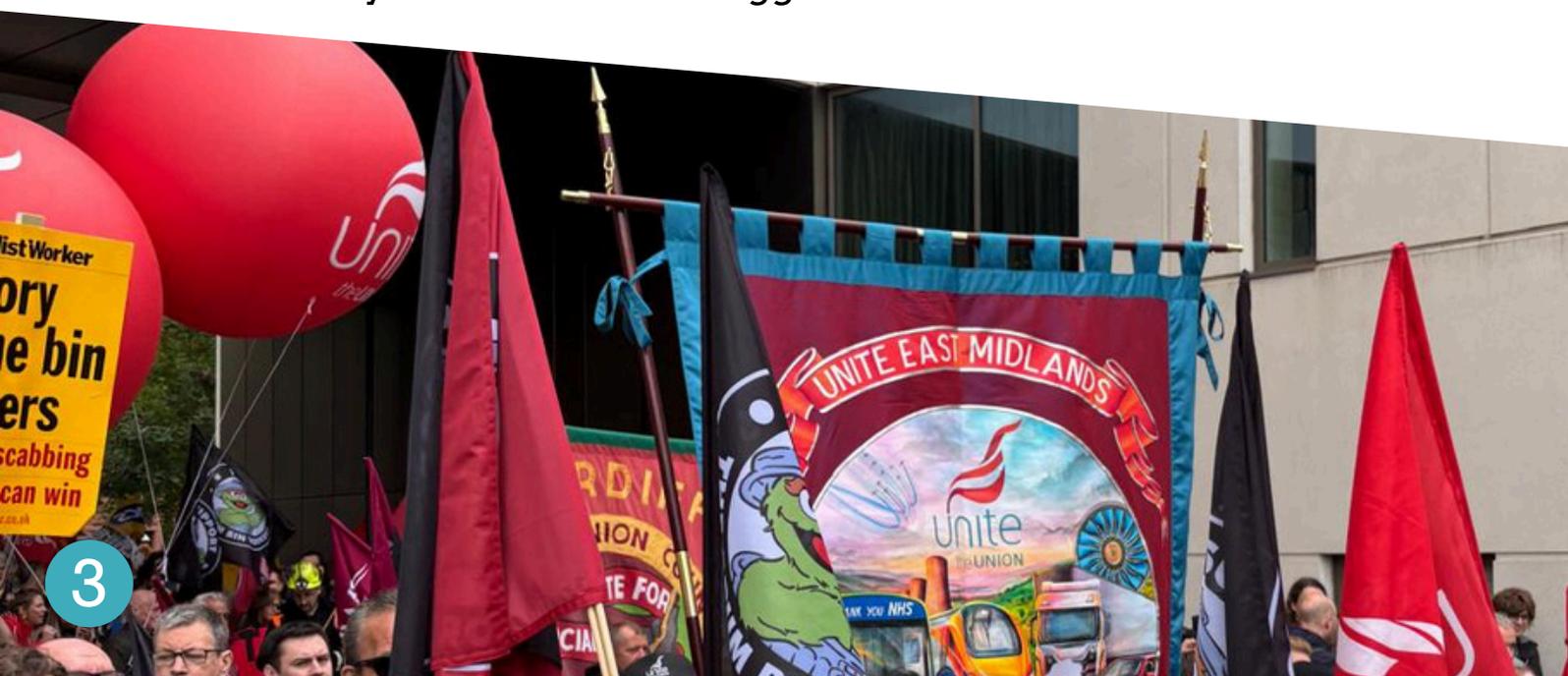
What's a targeted email?

Our targeted email tool makes it easy for members of the public to write emails to a target of your choice. This could be a CEO, a local councillor or MP, or whoever has the power to make decisions to meet your campaign demands. Get in touch with us at campaigns@megaphone.org.uk to set one up.

Running strike funds with Megaphone

New technology has improved our ability to collect donations for the causes we support. Our Strike Funder tool supports affiliated trade unions to collect donations for workers in dispute by producing modern online donation pages. We can then promote your donation page to Megaphone subscribers.

Union members don't have the deep pockets of many employers or millionaire political donors. But when hundreds get together to give small donations, it can be a great way for us to show practical solidarity with workers in struggle.





We have supported unions with a wide range of bespoke support running alongside our practical online offering, which includes research, training and development and much more.

Solidarity Stories

Our [Solidarity Stories collection](#) is a brilliant way to showcase union wins and most importantly how unions are winning.

Through case studies, we can capture first hand testimony of unions winning for workers and the methods and tactics used to reach a successful resolution.

We are using our extensive media reach to promote these stories and hope that they serve as good shareable practise to benefit and inspire the wider movement.

Each story captures a unique journey from dispute to victory, from the voice of the reps on the front line. We have covered a wide range of unions and sectors and explored stories of winning the peace, using action to increase union membership and workplace density, using leverage to win and so much more. Using our dispute intelligence database, we are tracking disputes through to union wins and then going to work on getting those important stories told.

And There's More...

This isn't an exhaustive list. so please get in touch if you want to talk through any ideas you have. You can email us at tmidlands@tuc.org.uk

TUC Midlands

HELP AND SUPPORT IS ONE CLICK AWAY

