



Changing the world
of work for good

Young workers and unions

Presented by Clare Coatman

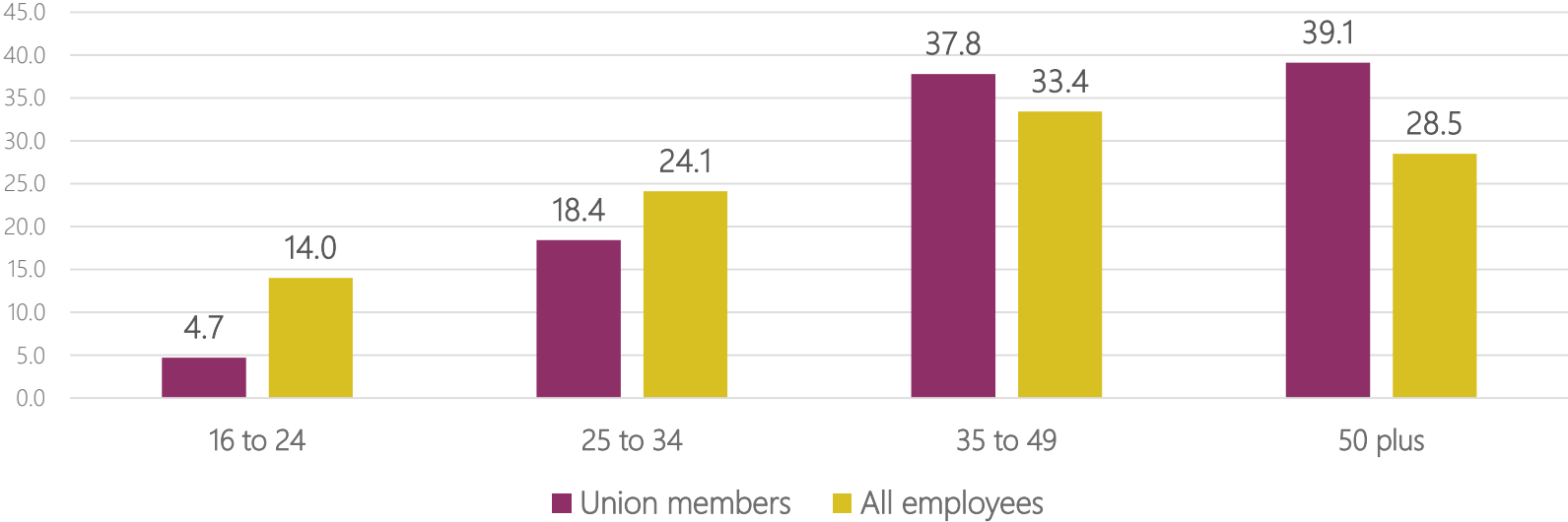
3 ways to participate

- **Ask questions** and vote for your favourite – links below this presentation
- **Answer the polls** – link below this presentation
- **Comment and chat** – click on 'Say something nice' (bottom-right)

Young workers and unions

- Young workers are having a particularly tough time
- They are a very underrepresented group
- But they have a lot to gain

Age of union members



How can we attract more younger members?

- Ask them!
- Don't reach out by using the words 'young'/'younger' publicly
- Present a modern face
- Show we're relevant and on their side

Your bargaining agenda

- Getting ahead at work
- Working mums and dads
- Rude and abusive customers/clients
- Apprenticeships
- Insecurity
- Better pay

Over to you

- What have you found works engaging younger workers?
- What do you need to know that would help?
- Any other questions?

Next webinar

How to: write effective emails for organising

Wednesday, December 6th at 2:30pm

Ali Torabi, TUC digital campaigner



The logo consists of the letters 'TUC' in a bold, sans-serif font. Each letter is rendered with a 3D effect, appearing to be made of a translucent material with a light purple-to-white gradient. The letters are slightly offset from each other, creating a sense of depth and movement.

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