

# Unite National Housing Workers' Pay Campaign 2017



## Dear Reps

This survey forms part of the materials included in the 4 for All national pay campaign. It can be adapted to your own campaign if needed. It has been developed over the last year having been used in a number of different workplaces.

You can add a cover email or letter about pay and conditions in your workplace and describe your campaign; what pay settlements have been made and how do these compare to your organisation's surpluses? Explain that the purpose of the survey is to gain a better insight into how members (and non-members) are affected by the current pay awards. This gives reps a sense of the collective impact as well as finding out what members would like to include in the claim. Also note that the survey will be private and confidential and reported data and comments will be anonymised.

Section 1 of the survey covers impact of low pay and what members want as their pay demand.

Section 2 collects full workplace details and contact information.

## Increasing Participation

Experience has shown that some simple steps can help increase the response rate for your survey;

1. Setting the survey up online using software called 'Survey Monkey' saves members time when they respond, avoids having to post or return a hard copy, and has the added benefit of providing you with easy to download statistics. It also has different options to contact members. The software is free for up to 100 responses and using up to 10 questions, and there is a sliding scale of charges for larger surveys. The branch can assist with costs so please contact your branch secretary for details.
2. Allocate each of your reps and activists with a group of members (or non-members if you want to use the survey as part of a recruitment drive). These reps and activists can then speak to members individually. Anyone particularly keen can then also take on the job of giving out the surveys in their team or department. You could also consider setting up a pay committee. This method has the added benefit of increasing the union's profile and organising ability.
3. Send out an email and if possible a text reminder halfway through, and then a couple of days before the survey closes.
4. Make sure that the survey period covers your local workplace meetings so that these can also be used to plug the survey.
5. Link the survey to an event, for example, there is an annual 'work your hours day' which highlights the fact that millions of workers regularly work over their contracted hours for free.



If you would like to discuss the survey, please contact your branch secretary or regional officer.

## Siobhan Endean

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