

This is one of the most exciting choices to make as you build your union. Your first campaign is your introduction to most people on campus, and gives you an opportunity to have a real win while connecting with hundreds, if not thousands of people.

There are a lot of considerations that go into making this choice- what will help you build power? How many people would be impacted positively by a win? Is the issue widely or deeply felt among the people you want to organize?

CWA organizers can work with you to host a strategic organizing training for your membership. These trainings can be customized for the needs of your local, and generally speaking are 3-4 hours. Your training will be most successful if the membership has already been engaged in discussions about issues on campus.

Here are some additional resources to get those conversations started:

- Labor Notes- Secrets of a Successful Organizer [Handouts](#) and [Book](#)
- Jane McAlevey's [No Shortcuts: Organizing for Power in the New Gilded Age](#)
- Midwest Academy: [Checklist for Choosing an Issue, Strategy Chart, and Checklist for Targets](#)

And remember, organizing is:

- Winning concrete improvements in people's lives
- Making people aware of their own power
- Altering the relations of power by building strong & permanent organization
- Challenging oppressions