

# Member Engagement Checklist

A practical guide for union leadership

## Turning Clear Communication Into Participation

### 1. Lead With Member Impact

State clearly why the message matters: what members gain, what they avoid, or what action is required.

### 2. Communicate by Role

Send information based on responsibility—apprentice, journeyworker, steward, officer, retiree, or worksite group.

### 3. Equip Leaders First

Members trust people they know. Make sure leaders understand the message before broad distribution.

### 4. Use Channels Members Already Follow

Text, email, meetings, member communications, or QR codes—use what members actually check.

### 5. Tie Messages to Union Activity

Connect communication to orientations, contract updates, grievances, votes, safety issues, trainings, or actions.

### 6. Reinforce Official Information Sources

Direct members to where accurate updates are posted so rumors don't replace facts.

### 7. Share Participation Examples

Highlight locals, units, or members who are engaged. Participation grows when it's visible.

### 8. Recognize Engagement Simply

Union-branded gear, public recognition, or small raffles can reinforce involvement.

### 9. Set Clear Communication Expectations

Let members know what updates to expect, how often, and where official information appears.

### 10. Place Key Resources Where Engagement Happens

Make important updates, forms, and information available through the same channels members use.

Clear communication earns attention. Consistent engagement builds trust – and participation.

For questions or support: [info@mosaiclearning.com](mailto:info@mosaiclearning.com)  
[www.mosaiclearning.com](http://www.mosaiclearning.com)

