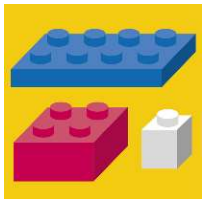


**What are the aims of the campaign?**

To have an 85 % membership rate and to keep the members in the union.



**What has your organisation done to achieve this aim?**

Firstly, the IF Metall Congress decided democratically at its last Congress to invest more on membership focus:

- *Boot camps* are offered to departments ready to work in a new way with respect to organising. One focus is on how to deal with members who are resigning to ensure that they will re-join IF Metall. Boot camps were organised in 2019 in two new departments and a follow-up was organised in two additional departments. Departments that carried out training camps earlier are being continuously monitored.
- *Membership trips* involve an increased focus on members while they are members. Membership trips have begun in those departments that have completed the boot camp.
- A *Digital organising campaign* was introduced and has started to further strengthen the organising work. The campaign highlights the benefits of being a member of IF Metall. Messages always end with the positive exhortation "You win by being in the union!".
- *Member recruiting member* is a rolling campaign that encourages members to enlist new members and, when they do so, they receive a gift in the form of movie tickets.



**What (communication) tools have you used to reach the target group?**

- *The Digital organising campaign* reached audiences over the social media channels Facebook and Youtube. We also launched a mobile app for elected officials and the info magazine has been redesigned and modernised.
- We continue to be a proud and strong voice in the public debate.
- We held meetings and trainings for the boot camps and membership trips.



**What risks are you facing and what are possible solutions?**

Risks: That it will only be a campaign and that nothing much will survive over a longer period.

Solutions: Think long term and make a campaign plan.



### **What recommendations do you have for others?**

It is not enough to do campaign work, it's important for each shop steward and for others to integrate the organising work into the regular work at the workplace and to always keep focussing on membership. We must teach our elected officials to fish, not fish for them.



### **What is the result of the campaign (so far)?**

Organising became part of all assignments. The Federal Office assists departments in their organising work. Assistance includes participation in workplace visits and meetings to talk about actions and to present good examples. Discussions often focus on the importance of recruiting, nurturing and retaining members and involve elected officials and employees at the workplace. In 2020, we have gained 1200 new members.

Focussing on membership through education (in Swedish: "organisationslyftet") has led to more trained people being on local trade union boards of companies.

In the local departments, where boot camps have been carried out, work is being done differently in that a greater focus on organising in a more structural way, and at a different pace, is now visible.

**Slogan: Organising, nurturing and retaining members is fundamental for strong trade unions. To achieve that, we need reliable and well-educated elected representatives.**