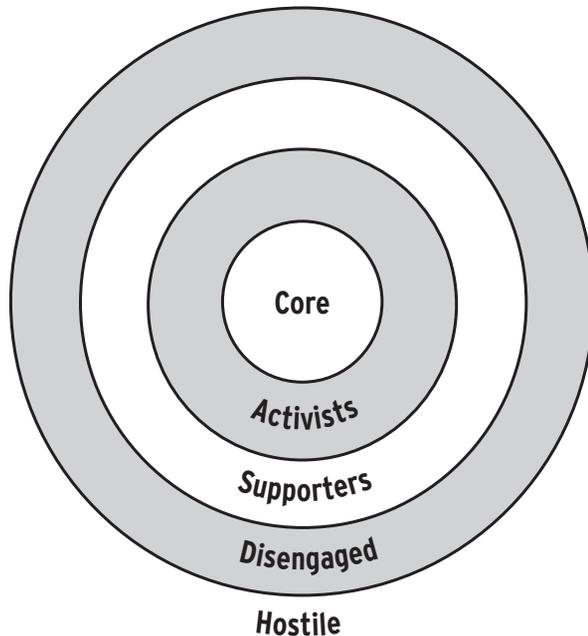




AIM FOR THE BULLSEYE

If you ask union members to draw their union structure, most will draw a pyramid: officers at the top, rank and file at the bottom. Some might get clever and draw an inverted pyramid with the rank and file at the top.

But a better way to think about your fellow members, from the organizer's point of view, is like a dartboard with concentric circles.



In the center is your **core group**: the people (maybe you?) who are always thinking about organizing and how to get others involved, even on their time off. They might be elected leaders or shop stewards, or not.

In the first ring are the **activists** who can be counted on to help when an issue heats up. They will take responsibility to get the word out and will ask other people to take action, too.

In the second ring are **supporters**: people who will wear a button or sign a petition, but don't take responsibility for getting anyone else involved.

In the third ring are the people who appear most **disengaged**. They don't see the union as a factor in their lives, so they don't participate.

There are also people outside the circle who aren't just uninvolved—they're **hostile** to the union. Don't waste your time arguing with the haters. Maybe one day something will open their eyes, but it'll probably be an experience, not a debate, that does it.



EXERCISE: DRAW YOUR OWN BULLSEYE

Stop and think about where people in your workplace fit into the circles. Can you think of one or two examples of co-workers in each position—the core group, activists, supporters, disengaged, and hostile? Draw a bullseye and write a few names in each circle.