

## Signing Up the Non-Member

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The Service Model of Unionism exists throughout our union and the other unions in the labour movement today. Among other things, this model has produced a passive union member whose role has been defined as primarily a consumer of union services.

The every day business carried out by the relatively few activists revolves around negotiations and the grievance and arbitration process. These are the apparent means by which wages, hours, benefits and fair treatment on the job are insured by the union activists.

The way contracts are negotiated and grievances are handled does not require communication with the members, nor does it require direct participation of the members. Thus, the union members and non-members become consumers of services provided by the union activists, with the difference being, of course, that the non-member does not pay for those services.

There are several reasons members do not sign up non-members: first, often they don't know who is a member or non-member; second, they don't want to confront someone who is their friend and co-worker; and third, the member may feel that the non-member, who is getting something for nothing, is the smarter consumer.

To successfully involve our members and also sign up non-members, we must change the Service Model into an Organizing Model which communicates, educates, and involves the members and the non-members in the every day affairs of the union.