

# Street Teams Toolkit

## ***Call to Action: Rise up for your Rights***

As workers, we have been faced with multiple intersecting crises. The cost of living continues to rise, wages are stagnant, and the rich continue to hoard immense levels of wealth and resources. We are deep in a climate crisis, governments continue to refuse to act, and the marginalized members of our communities are increasingly under siege.

It is so easy to feel powerless in the face of all that is confronting us.

But we are far more powerful than we could imagine.

Under the worst conditions, workers in the past have built collective movements for justice and power. Workers organizing won the 8-hour workday, the two day weekend, the right to unionize, and have led movements for justice across the world. These were workers who faced eviction, state and corporate violence, struggled to make ends meet and pay rent and afford food - sound familiar?

They won because they came together with courage, community, and solidarity. Just as we can.

We cannot do it alone - but we can do it together. In community, in solidarity, taking concrete, direct action *together*.

To that end, the Worker Solidarity Network is launching our street teams to organize local neighbourhoods and workplaces. We need to build the world we want to see into being, and we will do so by bringing together our local communities into chapter-like structures ready to take action at a moment's notice. To do so, we need to build bonds of community. We need to engage in outreach, we need to be in conversation with our neighbours and coworkers, we need to challenge our friends and family to take action, and we need to build the courage to invite others into our movements. To organize enough workers to make our voices loud and clear, we need your help and support.

In the following pages, you will find a complete guide as to how to begin taking action, participating in our streets teams, and be part of this movement building. Throughout this program, you'll receive a punch card to keep track of your progress, and at the end of the program you will receive a certificate to mark your accomplishment.

Maybe you are a worker who has experienced injustice, and now wants to fight against it. Maybe you are an ally who does not want to simply sit by and watch, but wants to take action into their own hands. We invite you to join us and help workers rise. This is an opportunity to engage in action, experience solidarity and support. Together, we can grow a movement, continue to build worker power, and demand for better protections and standards for workers.

They have the power now, but we have the numbers. We can win.

Read on. Join us. Win the world you need.

## **STREET TEAMS FRAMEWORK**

### **What are WSN Street Teams?**

Street teams are small, localized “chapters” of WSN led by a member organizer where you conduct outreach and act as seeds from which collective action may grow. We will give you the material you need and you can choose what to use. The dates to do outreach are up to you and your team, but we will also provide you with some suggested dates and times to help with easing the logistical issues.

More experienced members of street teams lead outreach, while newer members attain important leadership skills so that they may also one day lead their own team. By taking action together, members build solidarity and community with each other, and become involved in each others’ action-taking.

Your street team is based on a neighbourhood where you will meet at and engage in outreach activities such as petitioning, postering, canvassing, or anything else that may help grow the workers’ rights movement. Outreach is led by more experienced “leader” members of the street team, while WSN staff are there every step of the way for newer team members.

Upon starting the street teams program, you will receive a punch-card to keep track of the number of times you have done outreach. Once you reach 10 outreach days, WSN will issue you a certification to mark your completion.

## How to Join

Interested in joining or starting a street team?

**Step 1:** Register using the [form](#) on our website or [email](#) our membership coordinator - contact information included within this package. We will need to know your name, contact information, and where you are located, including your mailing address.

**Step 2:** Register to attend a street team outreach training. Our membership coordinator runs monthly training sessions for membership as well as for member leadership. All trainings are on Zoom. If our set training time really does not work for you, please do not hesitate to let us know to schedule an alternative time.

Second Wednesday of every month at 12PM

Third Tuesday of every month at 6PM.

**Step 3:** Join a street team or create your own! If you have a few friends or co-organizers who would like to start/join a street team with you, even better! But if you do not know anyone - we will either plug you into an existent street team, put you in touch with other members within your neighbourhood, or help you recruit new members. WSN staff will join you for your first few in-person outreach sessions if feasible, reach out if interested.

**Step 4:** Join your street team Whatsapp channel.

**Step 5:** Receive your outreach package in the mail, hit the streets with your team on WSN outreach days! Print materials...Take photos

## Roles and responsibilities outline

In terms of commitment, street teams are expected to participate for a minimum of six months. This amount of time will allow street team members the opportunity to complete all required training and participate in a few outreach events. The weekly/monthly time commitment following the completion of training is flexible to suit a wide variety of schedules and backgrounds. Typically, street team members can expect to complete at least four hours of outreach per month (about one or two sessions). It is expected that all street team members will conduct themselves with integrity and honesty at all times.

Each street team will be encouraged to send a representative (or multiple representatives) to share highlights and report back at Worker Wednesday, happening the last Wednesday of every month on Zoom at 6pm PST.

### **Outreach Schedule**

Outreach will happen biweekly at a set day/time that works for your team, set by your team collectively. WSN will have a number of suggested times/days to set, in order to try and ensure every team is operating around the same times; however, if none of these times/days work for your team please do not hesitate to let us know and set your own.

### **Street team Certificate**

Attached to this package, you will find your punch-card to keep track of your outreach progress throughout the street team program. At the end of each outreach session, your street team leader will sign your punch card, indicating your attendance. Once you have reached 10 sessions of outreach, you will receive a certification of completion of the street team program.

### **Wellness**

Out of respect for the health and safety of those around you, including other street team members and our community members, we ask that you do not attend any in-person WSN events (including outreach) if you develop any COVID, cold or flu symptoms, regardless of a positive COVID-19 test result.

In case you do have to miss an event, please inform someone on your street team or a WSN staff about your absence just so we don't worry about where you are. There are no expectations around disclosure of what specific health condition is impacting you.

### **Respectful Environment**

Worker Solidarity Network values its members and is committed to providing an environment that upholds the principles of respect, inclusiveness, fairness, and equity. We will ensure that in all processes of working together, equal opportunity happens within a safe space. Members are highly valued and maintain the right to a safe space by asserting boundaries and articulating needs regarding their labour, time, health, and emotional capacities. We ask that all members of the WSN participate through these guidelines.:

- Conduct yourself in a respectful and appropriate manner.
- Not engage in discrimination, harassment, bullying, or disrespectful behaviour
- Participate in a street team training session that will outline these expectations
- Report incidents of discrimination, harassment, bullying, or disrespectful behavior which are experienced or observed;
- Opportunity to participate in the investigation process of potential violations of these expectations.

### **Our Commitment to street team members**

We want to know how to support you and in order to do this we need to know what you need. Please do not hesitate to advise a WSN staff member at any time of the support and accommodation that you may require. WSN commits to provide a safe, welcoming and supportive environment for all members. We will provide ongoing training and mentorship. If you need a check in there will be team members available to support you. Through this opportunity you will gain valuable experience as a street team member and organizer. Hours completed in the street teams can be counted towards community service, high school, co-ops and more. As a street team member you will also be invited to our winter and summer social where you will be provided with a free meal.

WSN's membership coordinator will share outreach materials with the street teams. The membership coordinator will also be available for check-ins/reportbacks as needed and requested by the street teams

### **What Actions do we take?**

The basic actions expected for a street team are canvassing, postering, flyering, petitioning.

**Canvassing:** Speaking to passerbys on streets and malls, signing them up for WSN, encouraging them to join the movement. Street teams will record the information of anyone who signs up for WSN membership and input it in our database.

**Postering:** Putting up posters and other materials in public places

**Flyering:** Handing out materials to passerbys, including know-your-rights materials, posters, and so forth

**Petitioning:** Collecting signatures for various petitions and letter-writing campaigns; speaking about them to public, inputting signatures/letter-signers into our databases

## **WHERE TO START TO BUILD YOUR TEAM**

### **Start at home!**

Building community begins at home! Are you wanting to be involved in building our street teams, and living with family, friends, roommates, or partners? Have a conversation with them about worker rights, and the need to come together in community. Invite them to join you on a day of outreach!

Sometimes this is the scariest place to start. But if we truly believe we need a better world, we need to do this together, with the people we care about.

Everyone who is an activist, advocate, or otherwise involved in a movement for justice was asked to join at some point, by someone, somewhere - including you! You never know who is tired of the status quo and ready to take action - and you will never know if you do not ask. Maybe your roommate has been dealing with bad bosses and wants to work towards justice. Maybe your family member has been quietly stewing on all that's happening in the world and simply does not know where to start taking action. Sometimes the most unexpected people are ready and simply waiting to be asked.

We do not want to be taking the power to decide on whether someone is ready to act away from them. By not asking, by building justifications in our own heads, we unwittingly disempower our loved ones.

Start at home! Ask a friend, a family member, or a roommate to join you in taking action!

### **Talk to Your Community**

We all belong to a multitude of communities. You may be a student, you may take dance classes, be a member of a sports team, belong to a church, mosque, synagogue or other religious community, sit on a board, be involved in a local party, or have another formal community you are a part of.

Alternatively, you may have Sunday BBQs with a close circle of friends from high school, have a monthly board game night, or go to a community support group.

You definitely live in a neighbourhood with other people, and if you are reading this, are very likely a worker and have coworkers.

All of these are opportunities to *organize* people. Over time, our bonds of community and solidarity have weakened, and many of us do not know our neighbours, do not speak to our classmates, or our coworkers.

If we are to build the world we need, we *need* our local communities to come together, to act together, and to look after each other.

Why not start by speaking to your community? Invite your board game group to join a day of outreach; doorknock your neighbours, introduce yourself, offer some pie, and invite them to check out WSN materials, invite classmates out for a coffee and share why you believe they should join a street team, after congregation hang around and invite members of your religious community to strive for justice. Go on a walk around your neighbourhood and say hi to your neighbours, give them a pamphlet, and encourage them to stay in touch.

Many people may not be interested... but others may be ready to act. And a simple hello may lead to lifelong bonds of solidarity.

As an additional bonus, inviting your coworkers to take action with you, sharing grievances, listening to each other's stories - this all may be the first step to building a union; or deepening your involvement in an existent one.

## **HITTING THE STREETS OR TYPES OF OUTREACH**

You may have pulled together a small team to take action, have been paired with other existent WSN members, or are simply ready to go off on your own; and are wondering where are the most effective places to take action and do outreach. Whether you are poster, canvassing, petitioning, handing out know-your-rights materials, chalking sidewalks, or simply talking to those passing by and other listeners - the locations you may head to are all similar.

We encourage you to begin in your own neighborhood - we want all our street teams to organize their local communities! Especially if you are strapped for time, or have accessibility concerns - taking action can start right at your doorstep! All you need is to find a street pole to put up a poster. If you are brave enough, you may also choose to doorknock your street.

If you are able to, heading to locations with high visibility and high volume can be extremely effective. Here are some locations that you may want to consider:

- MLA Offices
- Busy street corners and intersections
- Public Parks
- Near public transport hubs
- Plazas and public squares
- Beaches

You are allowed to canvass/petition/engage in outreach at any public location. You will also be allowed to table or set up a booth at most public places including parks and beaches, if you would like a stationary place for passersby to come to you. *Generally, people will not stop, and thus it is better to go up to them* - however, especially in crowded places, bringing a little fold up table and setting up a small booth can be extremely effective.

The most popular forms of outreach at WSN are posterizing, mall crawls, tabling, and canvassing. On a street team, you can engage with any or all of the above types of outreach.

Talking to workers can be intimidating – we have all been nervous to be so confrontational! Here is a bit on how to do each form of outreach.

### **Do a Mall Crawl**

Mall crawls are all about hitting different stores and talking to the workers inside. The purpose is to build relationships with different workers and across different workplaces while ensuring they know that the WSN is there to have their back.

There is always an ask; be it an invitation to Worker Wednesday, giving them information about their rights at work and our worker legal advocacy program, or letting them know about an upcoming event we have.



Here is a general overlook of what mall crawls can look like and how do do one:

### **Introductions/ approaching workers**

- 1) Take a look and ensure there are no managers around and that the workers are not busy assisting customers. If they are, you can move onto the next store!
  - i) Is there anybody with a significantly different uniform/no uniform, or is openly giving instructions?
  - ii) There is never a surefire way to know without seeing a name tag. Use your gut instincts
- b) Are the workers/staff busy? Are there long lines?
- 2) Sometimes, having a conversation with too many people at once can be intimidating for workers. Approach them in groups of 1-2. Beware of their body language.
- 3) Although certain interactions will be positive, be prepared to handle a certain amount of rejection. Don't take it personally!
- 4) Be concise and direct, find an exit method to ensure you are not being sucked into a conversation that spirals out of control.
- 5) Have a safety buddy to call or text if you need anything or have any concerns!
- 6) Introduce yourself and ask the other person's name - *say the person's name back to them: "nice to meet you [insert name].*
  - a) Remember, you are approaching someone who is at work and may not have much time to chat. This means that likely your interaction will be brief, and they not want to sign anything while on shift. You can always leave your outreach material with them to ensure they know their rights and what WSN does.
  - b) If they are not interested, thank them and move on.
  - c) If they do accept it, explain any logistics that they need to do (i.e. scanning a QR code, going to our website). You can also encourage them to share it with their coworkers or put it up in their break room, and to reach out with their work related issues.
  - d) If they are extra keen, ask them to be a member by going to our website and hand them some of our swag.
- 7) Employ mirroring – incorporate the other person's body language and speaking style in a subtle and respectful way.

#### **Sample scripts:**

*Remember! These scripts are NOT meant to be prescriptive! Experiment and see what works!*

*Example 1: Hi there. I'm volunteering with the Worker Solidarity Network and we are a workers rights advocacy organization in B.C. We are here because we are connecting with workers to invite them to our monthly meetings, called Worker Wednesdays. These meetings are an opportunity to bring workers together and raise labour standards for all. From Paid Sick Days to raising the minimum wage, there are so many issues to be fighting for. [Is this something you would be interested in?] [can I count on you to be there?]*

*Example 2: Hi, my name is \_\_\_\_ and I am here with the Worker Solidarity Network. We are a registered non-profit that advocates for workers rights in BC. May I have a moment of your time? We are a registered non-profit that advocates for non-unionized workers. We do this via direct advocacy, educational workshops/materials, and running campaigns. If you have any issues at work, you can submit a complaint or query on our website - whether you just have a question or need an advocate, we will be there and you will be kept anonymous. In addition, we create educational materials and pamphlets and run workshops - we'd be happy to give a workshop to you and your coworkers for free. Finally, we take part in campaigns to improve the rights of all, such as the campaign for paid sick days.*

**Aside from workplaces directly, at a mall you may also want to consider:**

- Food courts
- Plazas
- Places with many benches
- Entrances/Exits

We encourage you to leave posters on food court tables, on benches, or anywhere workers will see such as cleaning stations at food courts, or on grocery store aisles. We also encourage you to offer materials to folks sitting at food courts, asking if you could have a moment of their times, or to speak to passerby. As always, if someone says no - move on!

**Safety Tips:**

Most malls will be fine with you petitioning or doing any other form of outreach. However, on rare occasions, a mall may not permit activities within its boundaries. If you are asked to leave, leave. Do not engage with security, do not argue. Malls will usually not allow you to booth/table without permission, so if you are choosing to do outreach in a mall, be ready to wander!

## Canvassing and Petitioning

### Introductions/approaching people

- 1) Choose who you want to approach, make eye contact and approach them with a friendly demeanor.
- 2) Have a direct ask (“hook”) ready, for example: do you have two minutes to talk about your rights at work/ a maximum temperature policy at work/ etc.
  - a) A hook is a one sentence appeal meant to grab attention. The two different approaches involve your hook. The first approach is the more casual one - craft a hook that is fun, and easy to answer
  - b) There are different approaches you can take for your hook! Read below to see two different approaches you can use!
  - c) As soon as you have the attention of the pedestrian with your hook - introduce yourself, the organization, and make your concrete ask. You will likely only have a few short minutes with them!
  - d) Do not be afraid to experiment with different hooks and always recognize what works for one person does not necessarily work for someone else.
- 3) Rejection is even more frequent while canvassing, don’t take it personally. If they are not interested, thank them and move on.
  - a) Canvassing is a numbers game! You may ask 20 passerbys to sign your petition and only one may respond – that is still great. You have one person with their wisdom, lived experience, and knowledge taking action. Recognize that and celebrate it
- 4) If they are interested, introduce yourself and chat with them about the issue using the script below.
- 5) Ask them to sign the petition, or hand them the material you are distributing and let them know you will follow up with them (if applicable).

### Two different kinds of hook:

#### A) Grab attention with a fun hook - then get into it!

I have an incredibly important question for you...

and upon receiving a response:

How are you loving the weather today

I have to ask.. What’s your favourite mythical being?

Once you have the attention of whoever you are canvassing, then you may proceed with introducing yourself and WSN. The point of this approach is - knowing that pedestrians aren't always fully paying attention, crafting a hook that will grab their attention and cultivate a good mood

**B) Craft a hook that speaks to the heart of your ask!**

Do you believe that workers in BC should have access to missing wages in a timely manner?
Do you know what your rights are as a worker, and how to protect them?
Will you sign a petition to ensure vulnerable workers have protections during this climate crisis?
Do you believe workers deserve to have more rights than they currently do in BC?
Would you like to take action to ensure workers in BC have access to their rights?

The idea here is to get right to the point, in a compelling way that makes it hard for your person to say no.

**Petitioning**

Similar to mall crawls, canvassing can be intimidating as well. The difference between the two is that when you're canvassing, you're approaching people on the street instead of workers in stores.

We usually canvas in order to ask people to sign our petitions.

<p>Sample Script</p> <p><i>My name is [BLANK] and I am a volunteer with a workers rights advocacy organization named Worker Solidarity Network. We are collecting signatures for a petition to call on the Provincial Government to implement a maximum temperature policy in workplaces amidst the rising global temperature and the wildfire seasons in BC. Can I count on you to sign on to ensure the safety of workers?</i></p> <p><i>[If yes]....Great, thank you! Have you worked in the heat yourself? Would you like to learn more about your rights at work and get involved?</i></p>
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**Tabling**

Tabling is always done in pairs and various community events. Some examples of places the WSN has tabled are May Day, the Anarchist Bookfair, and Labour Day. It is likely you'll be paired with a staff member during these events.

When tabling, we have various WSN educational materials and swag displayed. Attendees of the event approach you and ask about the organization and/or if they can take any materials.

You can chat with them about various events that are upcoming at WSN and answer any questions they may have about WSN. Don't hesitate to give them any materials or swag they'd like, or pass along any cards they may need.

### **Postering**

Divide up the tasks! One person can hold the poster, one person can hold the tape. Put up the posters on any public surfaces that will grab the attention of those who pass by. For example:

- Poles and pillars on the street
- Cafe bulletin boards (with the permission of the workers, if possible)

Try not to cover other peoples posters

In Vancouver, we are not allowed to poster on transit sites. Unsure about Victoria but err on the side of caution.

### **MATERIALS YOU MAY NEED**

- Outreach material (flyers, posters, business cards, anything you want to hand out)
- Tape, pins, or wheatpaste
- WSN swag (buttons, pens, stickers)
- Masks
- Hand sanitizer
- Pen and paper for yourself
- Emergency phone numbers
- A tote bag or suitcase to put all this material in

### **GENERAL TALKING POINTS**

Depending on the kind of action you are doing, you will use different talking points - or even entirely different approaches to engaging someone. Experiment, practice, find out what works best for you! Below we will go over different approaches you may use for different actions, before including some general talking points.

Here are some talking points you may use, regarding some of our campaigns and what rights workers have. You may find these beneficial if you have a table set up, are inviting people to take a WSN or Know Your Rights flyer, or even if you simply get questions about what you are doing and who WSN is.

In addition, if you are handing out flyers or pamphlets, you may use these talking points to try and get the attention of passers-by.

Please do not feel like you have to memorize every talking point or have every answer.

### **Worker Solidarity Network Talking Points:**

- Have you heard about the Worker Solidarity Network?
- The Worker Solidarity Network consists of non-unionized and precarious workers across B.C. that advocate for our rights and interests as workers while taking collective action to improve labour standards for all
- Some of the campaigns we have been involved in include:
  - 10 paid sick days
  - Ending the liquor server wage
  - Justice Delayed is Justice Denied: currently due to lack of resources, workers face immense obstacles and delays trying to receive justice through the employment standards branch. We have been campaigning to ensure workers receive the timely justice that they deserve.
- Do you believe workers deserve better protections and fair treatment?
- The Workers Solidarity Network is bringing workers across B.C. together under the Workers Rising Campaign to demand and win the rights and protections we need as workers. What do you believe workers need right now? As part of workers rising we are demanding (see demands list below).
- As part of our work, we run free online workshops (including our wage theft clinic); have campaigned on the provincial level for 15 Paid Sick Days for All; have participated in various other actions and campaigns such as workplace campaigns; and bring workers together on a monthly organizing call to take action together.  
Does any of this interest you?

The COVID-19 pandemic has shown that workers need and deserve better protections and fair treatment. We are mobilizing workers that have understood this towards winning a just recovery that includes and represents the needs of the working class.

### **Our Demands:**

- Job protection legislation

- At least 15 paid sick days
- Full, permanent immigration #StatusforAll
- Acting in support of Indigenous sovereignty
- Protecting gratuities
- Supporting the decriminalization of sex work
- Ending racism, discrimination and ableism in the workplace
- Supporting migrant worker's rights advocacy
- Closing the enforcement gap on employment standards
- Ending gender-based violence and sexual harassment at work
- Living wage
- And more

### **Know Your Rights Talking Points:**

- Are you familiar with your rights as a worker?
- Do you know what wage theft is? Do you know what the most common top 5 forms of wage theft are and how to protect yourself against them?
- Do you know what to do if you believe you are having your rights as a worker violated?
- Do you know what the protections B.C. gives workers and where to find them?

### **TIPS AND TRICKS**

#### **How to Stay Safe During Outreach:**

- Masks are highly encouraged but optional, masks will also be provided + hand sanitizer if needed.
- We will be wearing WSN shirts, as an option, to seem more legitimate.
- Have a designated meeting spot and return to it if need be in case of an emergency,
- Staff phone numbers and contact info will be provided. Don't hesitate to text or call if anything comes up.
- If you don't feel comfortable doing something, please don't feel pressured to do it! Only do what feels best and safe for you.

#### **Active listening responses:**

- I believe you
- I am sorry that happened to you / is happening to you
- Validation
- Let them know that this is common and they are not alone
- Let them know you are glad that you are in touch now, and we would be happy to support them

#### **Self care is important:**

- Community work can be very challenging, for a variety of reasons, and it is important to make sure you are taking steps to take care of yourself and be aware of your limitations.
- It is also important to acknowledge your limitations, take breaks when needed, and ask for help when necessary (you are not in this alone!). The weekly solidarity stewards check in is a great place to ask for support.
- Acknowledging wider systemic oppression and how it trickles up to affect community workers.

### **HOW TO STAY CONNECTED**

*Your local street team may have its own independent group chat - if not, we encourage to start one! In addition, general discussion or questions can be directed to our Street Teams Group Chat including all street team members.*

*On a weekly basis, our membership coordinator Niki will be your point of contact, as well as responsible for safety and comfort of all street team members. Do not hesitate to direct any concerns or questions to Niki - she will also be happy to check in with you, or assist you with anything outreach related.*

*As we grow our chapters and sprout more across the province, we may connect you to other leaders within your communities. Do not hesitate to ask us if you want to inquire as to whether there is anybody in your community/city we are connected to, or to offer connections yourself.*

#### **Contact Information:**

Neighbourhood-specific Whatsapp channels, TBD once street teams are set up

#### **WSN Staff**

Kris Castanos - Membership Coordinator

[kris@workersolidarity.ca](mailto:kris@workersolidarity.ca)