

MEMORANDUM

TO: Chapter Presidents

RE: Labor Recognition Week – September 12-16

SUMMARY: Whether you mark Labor Recognition Week (LRW) in-person or virtually, materials and suggestions are available for chapter celebrations and recognition.

Labor Recognition Week (LRW) is a few weeks away, and materials are available now to help you plan for an in-person or virtual chapter celebration. Additionally, we will be mailing a special Organized to Win poster to chapters for posting in the workplace ahead of LRW, which is Sept.12-16.

Materials and suggestions for marking the occasion referenced below are all available to chapter leaders on our 2022 LRW webpage at <https://www.nteu.org/manage-my-chapter/lrw>.

Virtual Chapter Celebration

Chapters—even those with employees in workplaces—continue to convene successful meetings with big member turnout using Zoom, Microsoft Teams or Google Hangouts. Invite your chapter members to attend a week in advance and use an Outlook invite so it appears on their calendars with a link to join. We have developed a customizable LRW invitation you can email or post in the workplace.

If you wish to invite a guest from the National Office to attend your virtual event, send your request to your national field representative. Some chapters have boosted meeting attendance by inviting members to submit their questions in advance or addressing certain workplace hot topics. If you choose to do this, be sure to mention it in your invitation.

One fun option for both in-person and virtual meetings is a round of trivia (with prizes for winning individuals or teams). This year, we have a new quiz on how well you know your fellow NTEU members, focusing on our union's diversity and wide-ranging skillsets. You can display the quiz as a PowerPoint on your screen or read from a Word document.

Some chapters with members working remotely may want to mail a thank-you note to members' homes. In previous years, chapters have shown their appreciation to members by mailing them a thank you note along with a gift card to a local supermarket or local restaurants or bakeries.

If you decide to have a guest speaker, games, food, prizes or other incentives, be sure to promote them in your invitation to members.

Celebrate Socially

For chapters with active Facebook pages, don't forget to celebrate LRW on social media. We have sample social media posts you can use throughout the week and consider posting

photos of members or recaps of any LRW events you may have. As with a virtual chapter meeting, chapters can offer raffle gifts to members who like or share certain posts.

Send a Video Message

Smartphones have made it quick and easy to create your own video message and share it by email or on Facebook. A brief, personal video recognizing the work and support of your members is a great way to reach employees working remotely. We have developed some tips for filming yourself, how long to speak and other ways to make an effective video message.

Workplace and Other In-Person Celebrations

Many chapters are opting for outdoor gatherings for safe, festive ways to celebrate LRW or simply to reconnect with members and their families. For example, chapters have held family picnics for members, invited food trucks outside workplaces during lunchtime and brought cold drinks and other treats to employees on a hot day.

There are many fun, meaningful and creative ways to mark Labor Recognition Week. Whatever your chapter decides, I hope you take this opportunity to celebrate the work and support of your members. If you do convene an LRW event, please send photos and/or a few words about your celebration to NTEU-PR@nteu.org, and we could feature your chapter in a future communication or on social media.

Anthony M. Reardon
National President