

TELL YOUR STORY

As we meet at the bargaining tables, work with the legislature to pass important bills, and share union news with one another, it's critical to share our stories.



WHERE WE SHARE STORIES

- ✓ On our website
- ✓ Through our social media platforms like Facebook, Instagram, TikTok, etc.
- ✓ Targeted messages emailed directly to decision-makers
- ✓ In-person or virtually on Lobby Days at the Capitol
- ✓ With the media (TV, Radio, Editorial)

**WHY DO WE SHARE
OUR STORIES?**

YOUR STORY HUMANIZES THE BUDGET



Oregon’s budget is a long document filled with lots of large numbers. Your story humanizes what is essentially a big spreadsheet. You can help win a fair contract by sharing your story.

The Oregon budget funds the services that over 90% of SEIU 503 members provide as well as our contracts.

The 2-year budget is decided in “long sessions” which are held during odd-number years, just before we bargain for new contracts.

Staffing, Operations, and Other Programs

| | 2015-17 Actual | 2017-19 Legislatively Approved | 2019-21 Current Service Level | 2019-21 Legislatively Adopted |
|--------------------|----------------------|--------------------------------------|-------------------------------------|-------------------------------------|
| General Fund | 38,038,197 | 35,163,956 | 39,235,606 | 39,587,633 |
| Other Funds | 22,674,703 | 35,976,039 | 29,218,892 | 37,337,696 |
| Other Funds (NL) | 1,144,104 | 206,000 | 206,000 | 206,000 |
| Federal Funds | 81,642,393 | 118,191,072 | 127,286,360 | 127,560,060 |
| Federal Funds (NL) | 2,489,208 | 18,968,831 | 19,689,647 | 19,689,647 |
| Total Funds | \$145,988,605 | \$208,505,898 | \$215,636,505 | \$224,381,036 |
| Positions | 142 | 134 | 132 | 148 |
| FTE | 1213.63 | 120.33 | 122.07 | 137.37 |

YOUR STORY HELPS THE PUBLIC UNDERSTAND OUR WORK AND HOW IT IMPACTS THEM

Michelle Suguitan-Reed, Self-Sufficiency Programs Office

Suguitan-Reed said she has worked in the "same office, same building" for 23 years. She said her workload has increased but her wages have not kept pace.

"I work hard for Oregonians," she said. "But I'm not happy."

Suguitan-Reed said she will help lead a picket if state workers strike later this month.



"After a worldwide pandemic, after high inflation, our pay is too low to survive with dignity, let alone recruit and retain workers," SEIU Local 503 President Mike Powers told a fired-up group of state workers, many of them holding signs urging the state to give them acceptable raises.

The workers serve Oregonians in different ways. They run snow plows and maintain highways for the Oregon Department of Transportation, process applications for food and housing benefits for low-income Oregonians and care for patients at Oregon State Hospital, the state-run psychiatric residential facility.



YOUR STORY COMMUNICATES HOW YOUR LIFE AND WORK ARE AFFECTED BY THE UNION



"This Tentative Agreement boosts pay for all of us, no matter what we do or where we live. It will be a big help as inflation continues to go down."

Mike Powers

**WHAT STORIES ARE NEEDED RIGHT
NOW?**

WHAT IS YOUR STORY?

Take a few minutes to reflect on the topics below and write down your thoughts.

- **WHAT DO YOU DO AND WHY DOES YOUR WORK MATTER?**

Think about how your job serves/impacts Oregonians. Feel free to phrase this in broad terms.

- **WHAT CHALLENGES DO YOU EXPERIENCE?**

Is your workplace unsafe? Have you witnessed/experienced discrimination at work? Are you doing the job of two people because of understaffing?

NEED SOME INSPIRATION?



MAKE IT PERSONAL: Explain the importance of what you do, the people you serve, and/or the impact of your job on your family or community. Explain the importance of what you do, the people you serve, and/or the impact of your job on your family or community.



TALK ABOUT THE IMPACT OF THE PANDEMIC: We're still weathering a public health and economic crisis. How has the pandemic impacted your work, your coworkers, or the need for your services?



THINK OF WHAT YOUR CO-WORKERS EXPERIENCE: If you don't experience many hardships on the job, but your co-workers do, talk about it. Note: Don't share their personally identifiable information without their prior consent.

WHAT IS YOUR ASK?

The ask you make is determined by who you share your story with.

Legislature: Pass a strong budget, support relevant bills

Media: Support workers in their fight, pressure the legislature

Workers: Vote, share your story, sign petitions, etc.

YOUR STORY BURGER



Intro (Greeting, Name, Title, Location)



About me (Your job, its impact, lived experience)



Issue (Concerns at work, hardships, goals)



My ask (Budget funds, votes on contract, etc.)



Closing (Next steps of ask action, thanks, goodbye, etc.)

**LET'S LOOK AT SOME
EXAMPLES...**

SEND STORIES TO:

COMMUNICATIONS@SEIU503.ORG

TURZHANSKIYS@SEIU503.ORG

503.772.5838

VIDEO RECORDINGS

Cell phone recordings work great!

If possible, have a household member record your video for you. If not, “selfie” style videos are okay. Please hold your phone horizontally.

Keep it brief. Videos should be 20 - 60 seconds.

Light in front, not in back. Make sure the light is coming from in front of you if possible. Be sure not to have a window behind you.

Location, location, location. Think about how you can help the viewer understand what you do, and where you work.

We can help. If you're uncomfortable on camera, you can write your story, or share it in person on a Lobby Day.



WRITTEN STORIES

Here is a basic formula to sharing your story. But YOU know your story better than anyone, and we encourage you to share it in a way that honors your experience and feels right for you.

- My name is (BLANK) and I am a (JOB TITLE) at (AGENCY) in (CITY).
- In my work as a (JOB TITLE) I (ABOUT ME)
- Right now, we are (ISSUE)
- You can help us in this fight by (MY ASK)
- (CLOSING)

“My name is Loretta, and I have been working at Addus for almost five years. I can go to work almost anywhere else in my area and make more than what I make now.”

What is great about Loretta's story? What could be improved?