



## *National Weather Service Employees Organization*

### **Recruitment Speaking Points**

Recruitment is an ongoing process; it is a matter of constantly thinking about new ways to convince your co-workers to join NWSEO. While most of us are not born “salespeople” it’s good to keep in mind that if you sincerely believe in something, if you can share your enthusiasm for the work NWSEO accomplishes, if you keep reminding others of NWSEO achievements as they happen, you’re more likely to get positive results. The key is to let prospective members know how NWSEO membership is benefits them. And explain these benefits and current achievements again, and again, and again.

#### **SPEAKING POINTS**

- NWSEO is a professional organization that gets results.  
It is the only organization with the ability to lobby Congress and the Administration to preserve NWS jobs, promote better working conditions and career promotions for NWS, and participate in collective bargaining.
- NWSEO members have more opportunities to advance their career. Special Teams and Pilot Projects are required to include NWSEO members. It is an opportunity for employees’ strengths to be highlighted.
- NWSEO members are more informed about their careers. They are usually the first to hear about issues and decisions that directly affect their jobs. Members are kept informed of significant events affecting NWS employees through the NWSEO publication “Four Winds” which they receive via email. You will also have access to the private NWSEO Facebook group. Members find it is a way to have their comments “heard,” discuss issues, and get questions answered. They learn how situations are handled in different offices across the country. NWSEO President Dan Sobien and Vice President Bill Hopkins are part of the group and often participate in the discussions. This is a closed group for NWSEO members only.
- The NWSEO works hard to improve working conditions and the quality of NWS services. Members are afforded assistance when employment issues arise. NWSEO’s general counsel has more than 30 years’ experience with labor law.
- NWSEO has experienced leadership who follow through on issues that affect members.

- Because of NWSEO negotiations, each year, all NWS employees are entitled to receive a health club \$300 membership dues rebate. This is just a little less than the annual cost of union membership.
- NWSEO represents all of the National Weather Service. NWSEO's strength is solely powered by union membership. Union dues are the only source of funds.
- Relate a recent NWSEO achievement to the position of the employee you are trying to recruit. See the Top 20 list for NWSEO's work to help ITOs, HMTs, METs, ETs, ASAs, CWSUs, etc.
- As an NWS employee of NOAA, we want you to realize the strength union membership provides and hope that you will join NWSEO.