

UNION ROLES FOR YOUNG WORKERS

Young union members have a lot to offer the labor movement and your Local in particular. They are adept at navigating current technologies, excel in communication endeavors, and offer a fresh perspective in matters relating to activism and advocacy. Regardless of age, engaging a union member means finding out what they're good at and helping them figure out how to apply their knowledge and skills within the Local. The roles below offer young members the opportunity to make a difference within their workplaces and communities, all while strengthening your Local's collective voice!

Social Media Coordinator – Facebook and Twitter have rapidly become a critical line of communication for more than a billion people around the globe. NFFE is encouraging all of its Locals to take advantage of this powerful, free tool to reach out to and engage current and future members. Recruit a young member to manage your Local's social media presence. [Learn how to start a Facebook page here.](#)

National Office Liaison – It's critical to establish a strong connection between your Local and the NFFE National Office. By opening the lines of communication, your Local is able to better take advantage of all of our Union's resources. Appoint a young member to stay in touch with the national office, request promotional materials, relay important messages, and inform the Local about new initiatives or opportunities.

Newsletter Editor – NFFE's most successful Locals have one thing in common – they take a proactive approach when it comes to communicating with the bargaining unit. If your Local doesn't already release its own monthly or quarterly newsletter, work with NFFE's Communications Department to learn how. For those Locals that do, utilize a young member to draft articles, format the publication, or lead the effort altogether. [Access the Communicator's Toolkit here for more information.](#)

Education Outreach Coordinator – Too many of our members don't realize the tremendous educational opportunities that exist through the Winpisinger Center. Work with a young member to publicize course offerings, facilitate timely exchange of necessary application materials, and keep track of which courses members have taken and which ones they still need to attend.

Website Coordinator – Creating a NFFE microsite for your Local is an easy and effective way to communicate with your bargaining unit, attract new members, and broaden your Local's visibility. Recruit a young member to update and maintain your microsite. [Access the Communicators' Toolkit here for more information.](#)

Community Outreach Liaison – The labor movement has a long and proud tradition of community service. Well before we won a seat at the negotiating table, Unions made it a priority to care for their sick and wounded, provide for the families of injured workers, and establish vibrant communities. Each day unionists continue to express these sentiments of solidarity, not only in the workplace, but in their communities by donating their time and resources to strengthen their neighborhoods, cities, and states. Appoint a young person to coordinate your Local's community service activities. [Access the Service Toolkit here for more information.](#)

Local Lobbyist – With legislation targeting federal employee pay, benefits, and job security gaining traction on Capitol Hill, it is more important than ever for our members to let their elected officials know why the work they do is important. Utilize a young person who is interested in the political process to coordinate your Local’s lobbying efforts and provide updates about pertinent legislative measures affecting federal employees. [Access the Legislative Action Center here for more information.](#)

Recruiter – The best person to convince a young person to join the Union is another young person. Young people have specific needs and face unique challenges within the workplace and at home. Utilize young members in your local’s recruitment efforts – they can provide firsthand testimony about why membership is important. [Access the Organizers’ Toolkit here for more information \(you’ll need your NFFE website user name and password\).](#)