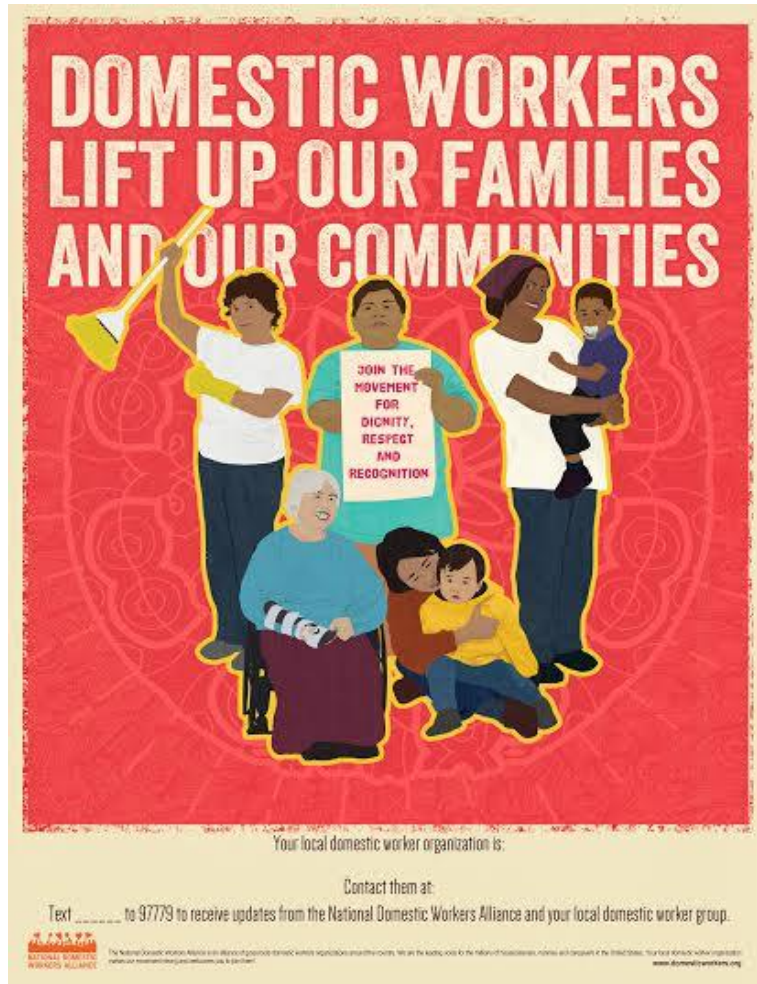


# International Domestic Workers Day\* Outreach and Visibility Campaign



Original artwork created by [Rommy Torrico](#) for NDWA and our affiliates for outreach on and around International Domestic Workers Day.

Toolkit created by the National Domestic Workers Alliance (NDWA), [www.domesticworkers.org](http://www.domesticworkers.org), in partnership with the International Domestic Workers Federation, [www.idwfed.org](http://www.idwfed.org) (In the United States of America, domestic workers do not have the right to form a union. That is why you will see the use of “organization” throughout this toolkit, rather than “union.”)

\* Please note that these tools can be used well beyond International Domestic Workers Day, and we hope that they will be useful to you in your ongoing outreach.





## INTRODUCTION TO THE TOOLKIT

### **What is International Domestic Workers Day?**

International Domestic Workers Day, June 16, celebrates the 2011 passage of the International Labor Organization Convention 189 for Decent Work for Domestic Workers. Domestic workers from around the world came together to fight to establish this international law for domestic workers. The landslide victory represented an historic step forward towards domestic work being recognized as work like any other, and establishing fundamental labor protections.

After winning C189, we domestic workers could focus our attention on building a strong, democratic and united domestic workers global organization to protect and advance domestic workers' rights everywhere. In 2013, we formalized the International Domestic Workers Federation. It is the first, and only, global union federation led by and made up primarily of women, with 55 affiliated domestic worker organizations in 44 countries! Learn more at [www.idwfed.org](http://www.idwfed.org) and <https://www.facebook.com/IDWFED>.

Join domestic workers around the world in celebrating and taking action this International Domestic Workers Day. Share what you do on the [IDWF Facebook group](#) and on social media using the hashtag #domesticworkersday and tag @DWDignity, @ILO, @IDWFED.



## **What's in this toolkit?**

In honor of International Domestic Workers Day (IDWD), NDWA offers these materials on conducting effective and systematic outreach. Let's use International Domestic Workers Day to build our movement!

This year, NDWA has worked with artist [Rommy Torrico](#) to create a beautiful image lifting up domestic workers. We hope you will use this image in posters, flyers, and social media to invite domestic workers to join our movement and to raise consciousness of anyone who knows a domestic worker about the value and dignity of our work. International Domestic Workers Day provides a great opportunity to lift up the issues and voices of domestic workers - it's inspiring for our members, it's interesting to the media, and it's a great moment to get out there and communicate with our communities!

## **What we hope we can do around International Domestic Workers Day**

1. Use **fliers** to reach out to domestic workers, inviting them to join our texting system and our organizations.
2. Ask local businesses and organizations to hang our **posters** that lift up the contributions of domestic workers and invite workers to join us.
3. Use this as an opportunity to build up our outreach skills and practices.
4. Do media work to raise the visibility of International Domestic Workers Day and the importance of our sector.

## **In this toolkit...**

### **Part 1: Getting started**

Included in this toolkit are resources to help you make an outreach plan and train worker leaders to do outreach. Outreach is a key leadership development step for worker leaders.

In this toolkit you will find:

- Making a plan for your outreach
- Training your outreach team
- Where to find workers

### **Part 2: Outreach to Domestic Workers**

International Domestic Workers Day is an inspiring moment to get out and talk to new workers and invite them into our movement. You can create a flyer by putting the poster image on one side and your organization's information on the other. This is a great moment to support members to get out there and bring more domestic workers into your organization!

In this toolkit you will find:

- How to approach workers
- Elements of an effective rap--and a sample rap for IDWD
- Additional tips around "The ask"
- How to handle "No"
- Documenting contacts
- Follow up

### **Part 3: Community Visibility with Domestic Worker Posters**

Each poster will be customizable for your organization, including your organization's name, contact information, and a way to sign up for text updates. These beautiful, empowering posters can help shift the culture that devalues our work. We hope that you will mobilize your members to distribute posters in your community and go out and talk to domestic workers about your organizations.

In this toolkit you will find:

- sample rap for talking with local businesses to put up poster
- sample letter for local businesses for putting up posters
- supporter sign up form

### **Part 4: Engaging the Media around International Domestic Workers Day**

International Domestic Workers Day provides an interesting hook for the media. Use this as an opportunity to inform domestic workers about your organization and raise up the issues of domestic workers. Consider hosting a press conference, writing a letter to the editor, or getting on your local talk radio show.

In this toolkit you will find:

- sample media release
- Domestic worker talking points

If you have any questions, please don't hesitate in contacting Jill, [jill@domesticworkers.org](mailto:jill@domesticworkers.org).

Happy International Domestic Workers Day!  
<3 the NDWA & IDWF Team

## **PART 1: GETTING STARTED**

### **Making an Outreach Plan**

#### **Your outreach plan should include these steps**

- 1) **Set a goal for your outreach.**
  - a) Set a timeframe for your outreach (i.e. 2 weeks)
  - b) Set goals for a) how many posters you want to hang in that time, b) how many workers you want to make contact with, and c) what is your goal of how many of those will share their contact information with you. d) what is your goal for how many of those workers sign up for the texting system. [Note that you should assume that about 25% of the workers you talk with will share their contact info with you!]
- 2) **Form your outreach team.** Find worker-leaders who are:
  - a) Passionate about your organization
  - b) Available for at least: 2 hours of training, 4 hours of outreach and 2 hours of follow-up (48 hours later)
- 3) **Make your plan for where you will do outreach.** Make a list of
  - a) businesses and organizations in neighborhoods where domestic workers live where you might be able to hang posters, and
  - b) parks and other locations where you might be able to find domestic workers to do 1-on-1 outreach.
- 4) **Prepare your materials.** Make sure your outreach team has:
  - a) The map/list of where they will hang posters and where they will do 1-on-1 outreach
  - b) The rap (both for individual workers and businesses/organizations)
  - c) Fliers
  - d) Tracking sheet to document what they have done (both forms for individual worker contacts and poster hanging locations)
- 5) **Decide what you will invite workers to** when you reach out to them. Are there upcoming meetings and/or events you can invite them to? Work this into your rap.
- 6) **Decide when and how you will follow up** with workers.
- 7) **Train your outreach team** on all of the elements of the plan. Do role plays of the rap together. Practice, practice, practice!!
- 8) After the outreach day, **debrief:** what went well? What was hard? How can we improve our outreach in the future.
- 9) **Follow up with every worker** you've made contact with within 48 hours. Invite her to come to a meeting or event.

There is more information about how to do all of these things below.

## **Training your outreach team**

Before you go out into the field, hold a training session for your outreach team. Your training should include:

Discuss what makes outreach successful:

- What made you want to join \_\_\_\_\_ (organization)? Who was the first person who recruited you? What did they say that made you want to join?

Why we're the best ones to do outreach. Discuss:

- What's your own history with domestic work? What makes you an expert on this sector?
- Why do you want to organize other workers? What's the point of organizing?

Present the elements of our outreach:

- A clear plan of where we'll go to find workers and people who come into contact with workers
- Tips for making contact with workers
- Elements of the rap
- Our sample rap
- Follow-up

Refine the rap together. Discuss:

- What questions can we ask to get to know workers and their interests?
- What might excite workers to join us?
- What will we ask them to do?
- How will we respond to "No"? [See section below on responding to "No."]

Practice:

- Rehearse the rap. Do role plays and imagine different ways that workers might respond to you and how you will react.
- Talk about hopes and fears around doing this kind of outreach

Talk about follow-up:

- Review the tracking sheet
- Review the plan for who will go where (see below)
- Review the plan for follow-up: Schedule the time when you will make follow up calls to your new contacts, **WITHIN 48 HOURS OF THE INITIAL CONTACT**

## **Where to find workers**

With your outreach team, look at a map of your area. Identify together the following areas:

- Neighborhoods where domestic workers live
  - Businesses, organizations, religious institutions in those areas that workers might frequent
- Neighborhoods where domestic workers work
  - Parks and other child-friendly spaces in those areas where nannies might take the children they care for
- Routes that domestic workers travel to and from work.
  - Public transportation that they use along those routes

## Part 2: 1-ON-1 OUTREACH WITH DOMESTIC WORKERS

### How to approach workers

- When you approach a worker, you are aiming to have a good conversation with the person – this means, you are not rushing to ask them for their # or speaking *at* them. Instead, you are asking good questions, listening to them, and providing them with a clear understanding of what we are doing and why we are recruiting them.
- Organizing is *proudly* selling our product, not in a desperate way, but from the bottom of our hearts we are selling what we believe to be true – that it takes an organized group of people to achieve change and build a better world.
- Wear your organizational shirt so that you can show your pride in the organization.
- Always try and connect with someone – offer your insight, listen to them, ask questions and inquire.
- Organizing involves the art of moving a conversation forward, of getting someone to think about these issues, or getting someone to see why they matter and their participation matters.
- Getting contacts (name and phone #) is KEY – we must have a pool of people who are interested since we know from experience that only a small percentage will come.
- While the central goal is to recruit, we also use outreach to learn more about the issues and conditions.
- Practice is KEY – roleplay, talk to workers, reflect on what you could have done differently when you get a No. Being an effective recruiter is a developed skill – like any other job, practice and experience go a long way.

### Elements of an effective rap--and a sample rap for International Domestic Workers Day

The “rap” is the initial conversation we have with workers when attempting to recruit them to join our organization. An effective rap follows this structure:

- 1) Introduction
  - Build a relationship with the worker
  - Tell them who you are and what your organization is
- 2) Problem:
  - Ask questions and get to know the worker.
  - LISTEN! During the whole time you’re in conversation with a worker, you should talk 20% of the time and listen 80%. Listening is KEY!
- 3) Vision and solution:
  - Name the problem, the way we see it
  - Explain our vision of rights, respect and dignity
  - Tell the worker about the organization
- 4) The ask
  - Ask the worker to do something
  - Get a commitment
  - Make sure you walk away with her contact information.

**Here is a sample rap for outreach around International Domestic Workers Day:**

**The introduction:** *“Hi, my name is \_\_\_\_\_. I’m a member of \_\_\_\_\_ and I’m here in the park today to tell workers about our organization. I’ve been organizing domestic workers for \_\_\_\_\_.”* Tell a little bit about your personal story, what’s your connection with domestic work, why you organize other workers. Make sure the worker can feel that you love talking with other workers!

*How is your day going?” Hear what the worker has to say and comment on it. “Did you know that June 16th is International Domestic Workers Day? It’s a day when we recognize the contributions of domestic workers around the world for the work that we do to lift up families and communities.”*

**The problem:** *Ask the worker about the work she does. Make sure you give her space to talk and really listen to what she has to say. Here are some questions you can ask: “Are you a domestic worker? What kind of work do you do? What do you like about it? What’s hard about it? Don’t you think that it’s time for domestic workers to be respected for the work that we do?”*

**The vision and solution:** *“At \_\_\_\_\_, we support each other as domestic workers and work together to improve working conditions for all of us. There aren’t many laws that protect us on the job, and domestic work is often seen as work that’s not important. The work that we do is the most important thing for millions of families in this country, and we deserve rights and recognition for the work that we do! In cities around the country, there are organizations that we made up of and represent domestic workers. That’s what \_\_\_\_\_ does. We’d love to have you join us!*

**The ask:** Your ask for this outreach has two parts: a) recruiting the worker to come to your organization’s meetings, and b) recruiting the worker to sign up for our testing system.

*“We’re having our next meeting on \_\_\_\_\_. We’d love for you to come and share your experiences. We have childcare and can help with your bus fare so you can come. Can I get your number to call you for the meeting?” Make sure you get the worker’s name and number so we can follow up. Your outreach is not complete until you’ve gathered this information!*

*“Here’s a flier with our contact information*



Make sure to thank the worker for talking with you and tell her that you hope you'll see her soon. If she has given you her number, tell her that you or someone else from the organization will call her in the next couple of days.

**Some additional tips around “The Ask”:**

It can sometimes feel hard to make the ask. Here are some things to keep in mind:

- Be clear and specific in what you're asking.
- Make clear why they should listen to you. The offer should reflect respect, caring, and be good for that person
- Be open to “no” but ask them what would make them say “yes.” Be open to changing the ask to get them to join.
- Focus on what the person needs, not just what you or your organization needs.
- Rule of 17: After your ask, you can wait at least 17 seconds in silence before the whole situation becomes uncomfortable (the first person to talk can lose the deal – don't be that person).
- Make the person feel special. The offer should not be something that you offer to just anyone and is not asking for a volunteer
- You have to feel really good and confident about that you have to offer. Be honestly open to listening.

**How to handle “No”:**

When a worker says “No” to the ask, here are some ways to continue the conversation:

<b>DOMESTIC WORKER OUTREACH</b>	
<b>Obstacles to Participation that we hear</b>	<b>Ways to address those concerns</b>
I'd love to make it but I work on the days when you have your meetings	Sorry to hear that! I'd definitely love to get your contact information so we can keep you posted on future events. Also, do you think you can help me spread the word so that other domestic workers know about the event? Do you mind providing contacts of people you think might be interested so I can follow up with them? And, here's my phone number just in case you manage to get the day off.
I'm sorry I have children and can't make it.	You're welcome to bring your kids with you! We always have childcare during our meetings.
I'm only doing this work until I find	Domestic work is valuable and needed work, it helps millions of families in our city and it makes all other work possible. While you're doing this work, it's important for you to take care of yourself and learn

<p>something better.</p>	<p>about your rights. It's also important to help establish better standards so others who want to be in the industry long-term can do so with dignity, with a living wage and good labor protections. If you sign here we can, at least, keep you updated on what's happening with our organizing efforts.</p>
<p>My employers are great, I don't have any reason to attend.</p>	<p>That's GREAT! We love hearing about employers that are doing the right thing. In fact, we have employers who organized with us in some states to pass a bill of rights to ensure better protections and rights for domestic workers. In order to continue to create more opportunities for domestic workers, we need people like you and your employer to show others what's possible! I'd love to follow up with you to learn more.</p>
<p>I'd love to make it but I live far out and I can't afford to get there.</p>	<p>Oh, I see...well we might be able to help you get there. We have people coming from all parts of the city, why don't you fill this out and I'll follow up with you, together we can figure out transportation. That's what it's all about creating community and supporting each other!</p>

**Documenting contacts**

Print out and copy the “**Domestic Worker Outreach Tracking Form**” (Appendix A) and make sure that each outreach worker has a clipboard, pens, and enough of these forms to be able to fill out one for each worker she makes contact with.

**Follow-up:**

Once a day of outreach is done, make sure you do the following:

- Input data about all new contacts into your database
- Debrief with your outreach team: how did it go? What should we do differently next time?
- Call each of your new contacts within 48 hours of the initial contact. Invite her to a meeting, talk with her more, see if she has questions about what you talked about.
- Write down the results of this follow-up conversation and record this information in your database.
- Have a clear plan for how your organization will engage new contacts and move them into greater roles of participation and leadership within your organization.



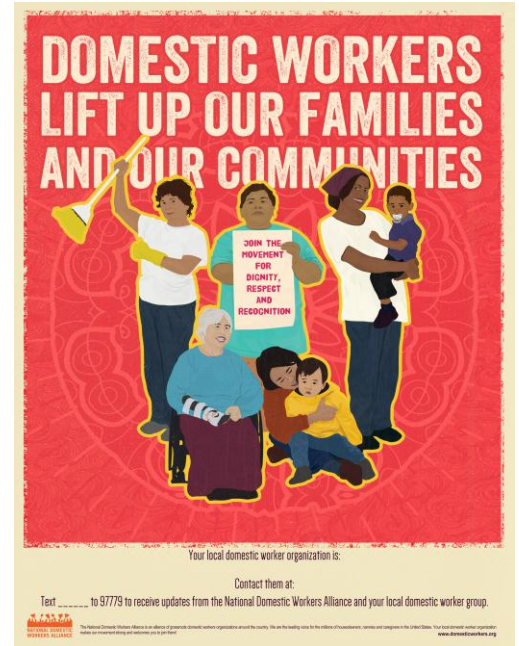
## PART 3: POSTERING

### Community Visibility with Domestic Worker Posters

The beautiful, empowering posters created by Romy Torrico can help shift the culture that devalues our work. We hope that you will mobilize your members to distribute posters in your community.

You can customize the poster by adding your organization's name, contact information, and logo in the white space at the bottom. Then print them. They were designed to be printed 12 inches x 16 inches.

We encourage you to prepare a group of members to go out and get this poster up around your community. This is a great leadership development opportunity for your members, a chance to gain more visibility for your organization and our message, and also a way to find supportive allies in the community. You can organize a specific time when a group of members will all prep together and go out at the same time. Or you can prep people and they can go out on their own time, reporting back about their results.



#### **To prepare members to get posters up in the community:**

1. **Share about International Domestic Workers Day** and the idea of this Community Visibility and Outreach effort
2. **Show the poster**
3. **Do a brainstorm about where to put the posters** with your members.  
Some suggestions of where to put the posters:
  - popular stores for your constituency
  - schools
  - churches
  - service organizations domestic workers may access
  - community clinics
  - laundromats
  - libraries
4. **Hand out the rap and the letter and have people practice** in pairs
  - Discuss how it felt to practice. Address any concerns. Let folks know that it's normal to feel nervous and to not take it personally if someone says "no."
5. **Make a plan for when people will go out to get the posters up.**
  - Have each person set a goal of how many posters they will get up.
  - Review the tracking form they should fill out and hand in.
  - Review what they should bring with them (tape, push pins, posters, letters, tracking form, and supporter sign up sheet).
  - At your next meeting, be sure to check in and to celebrate the accomplishments.
6. **Document your success.** Print out and copy the "Tracking Form for Postering" (Appendix B) and make sure that each member of our outreach team has a clipboard and a copy of this form.

## **The rap for approaching a business or organization to hang a poster:**

The rap for approaching businesses or organizations to hang a poster has the same elements as the rap for workers, but it will be a much quicker conversation. Our goal for this rap is to a) get the business or organization to hang the poster in a prominent place, and b) get the business or organization to be a champion for our organization and movement.

### **The Introduction:**

*“Hi, my name is \_\_\_\_\_. I’m a member of \_\_\_\_\_ organization. Have you heard of us? We’re organizing domestic workers for rights, respect and dignity.”*

*Here’s a letter that describes a little more about our organization. [offer them the letter]*

### **The problem:**

*“Domestic workers do important work that lifts up our families and communities, but this work is really undervalued. Do you think there are lots of domestic workers who come to [the name of the store or organization]?”*

### **Vision and solution:**

*“June 16th is International Domestic Workers Day, and we’re hanging these posters to help workers feel proud of what they do and to invite them to join our organization. We also hope everyone in our community will see the message about respect and dignity for domestic workers. It has information on how they can come to our organization and about how they can sign up to get text updates from us. We’re hoping to reach \_\_\_\_\_ # of workers through these posters.”*

### **The ask:**

*“Can we hang a poster in a place where workers might see it? If you talk with a domestic worker, can you point out the poster to her and suggest that she contact us and sign up to get our texts?”*

**If they say yes:** *Thank you so much! [clarify with them where to put the poster]. Would you like to be added to our list of supporters so that we can let you know when there are other ways to support domestic workers in our community? [Have them sign up on Tracking Form for Postering]*

**If they say no:** *Thank you so much for your time. Would you like to be added to our list of supporters so that we can let you know when there are other ways to support domestic workers in our community? [Have them sign up on your Tracking Form for Postering]*

*Have a nice day.*

## **Sample Letter for Businesses and Organizations**

[print on organizational letterhead]

To whom it may concern:

[name of your organization] is a non-profit organization [either insert your mission here or use this generic description: *brings together domestic workers to support each other and work so that all domestic workers are treated with dignity and respect.*] We are affiliated with the International Domestic Workers Federation, with over 50 organizations like ours across the world working for the respect, recognition, and inclusion in labor protections for domestic workers.

Domestic workers care for the things we value the most: our families and our homes. They care for our children, provide essential support for seniors and people with disabilities to live with dignity at home, and perform the home care work that makes all other work possible. They are skilled and caring professionals, but for many years, they have labored in the shadows, and their work has not been valued. These workers deserve respect, dignity and basic labor protections.

In honor of International Domestic Workers Day we are putting up posters that lift up the dignity of domestic work and invite domestic workers to get in touch with us. We hope that you will allow us to display this poster here.

Our organizations non-profit ID number is [insert]

If you have any questions, please do not hesitate to contact us. [Insert contact person and information]

Thank you for your support.

Sincerely,

**PART 4: MEDIA**  
**Engaging the Media around International Domestic Workers Day**

COMING SOON!

Happy International Domestic Workers Day!

**For the worker to fill out (or the outreach worker to fill out together with the worker):**

1) Circle all of the following that apply to you. Are you a:

Nanny

Housecleaner

Homecare worker

Other \_\_\_\_\_

2) Can you give us your contact information so we can stay in touch?

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

**For the outreach worker to fill out after the conversation is over:**

Name of outreach worker: \_\_\_\_\_

Date of contact: \_\_\_\_\_ Location of contact: \_\_\_\_\_

Did the worker give you any other information, besides what's above? \_\_\_\_\_

What did she commit to do? \_\_\_\_\_

Notes: \_\_\_\_\_



[Appendix B]

Postering Tracking Form

Name of Outreach Worker: \_\_\_\_\_

<b>Date of outreach</b>	<b>Location (name and address of store/ organization)</b>	<b>Name of person you talked with at the organization or businesses</b>	<b>Number of posters hung</b>	<b>Notes on your conversation</b>	<b>Email address if they would like to be added to our list of supporters</b>