



## *A simple membership assessment scale:*



### **COLD:**

- Does not engage constructively on value of the union.
- Expresses firm opposition to the union or unions or expresses more negative than positive opinions of the union and its achievements.
- Not willing to receive and consider in good faith information provided about the union or union membership.

### **WARM:**

- Engages constructively on value of the union.
- Receives and considers in good faith information provided about the union/union membership.
- Expresses and/ or acknowledges mostly positive opinions of the union and its achievements.
- Participates (or willing to consider participation) in union-sponsored meetings or activities upon invitation.

### **HOT:** *All of the above for WARM and . . .*

- Actively engages in discussion on union membership, asks constructive questions, and seeks answers to objections.
- Concedes that the union would be stronger and more effective if more joined.
- Accepts membership form.

**Move toward the *HEAT!* Stay out of the *cold!***

