



July 21, 2017

TO ALL IBEW FIRST DISTRICT LOCAL UNIONS

Greetings:

Organizing continues to be a top priority for the IBEW, and having the opportunity to develop and share successful organizing strategies, increase communication and coordinate current campaigns between all areas and branches of the IBEW remain critical to our efforts.

The way we communicate is constantly changing with technology; on behalf of Local 2085, I would like to share a link to a YouTube video which touches on some key points that all organizers must answer, why join a union? You can check out the video by [clicking here](#), we have also posted the video on our [IBEW Canada website](#) and [YouTube Channel](#).

If your Local Union has done anything similar, please share it with the First District Office. We hope to share these videos at the upcoming Canadian Membership Development Conference being held November 13 – 16th, 2017, at The Westin Toronto Airport.

Best wishes.

In solidarity,



Bill Daniels
International Vice President

BD/tf

cc: 1st District Representatives
IBEW CCO
System Council #11