2022 ILLINOIS BALLOT INITIATIVE
What is the Workers Rights Amendent?
The WRA would add the following text to the Illinois Constitution:

SECTION 25. WORKERS’ RIGHTS
(a) Employees shall have the fundamental right to organize and to bargain collectively through representatives of their own choosing for the purpose of negotiating wages, hours, and working conditions, and to protect their economic welfare and safety at work. No law shall be passed that interferes with, negates, or diminishes the right of employees to organize and bargain collectively over their wages, hours, and other terms and conditions of employment and work place safety, including any law or ordinance that prohibits the execution or application of agreements between employers and labor organizations that represent employees requiring membership in an organization as a condition of employment.
Our ballot language is a win for our campaign, and make it clear what is at stake for Illinoisans.

The proposed amendment would add a new section to the Bill of Rights Article of the Illinois Constitution that would guarantee workers the fundamental right to organize and to bargain collectively and to negotiate wages, hours, and working conditions, and to promote their economic welfare and safety at work. It would also prohibit from being passed any law that interferes with, negates, or diminishes the right of employees to organize and bargain collectively over their wages, hours, and other terms and conditions of employment and workplace safety. At the general election to be held on November 8, 2022, you will be called upon to decide whether the proposed amendment should become part of the Illinois Constitution.
Why now?
The Workers Rights Amendment protects the rights of workers to fight for the wages, benefits and safety at work.

For the first time in a generation, the needs of American workers are at the center of our national dialogue. We must ensure that workers - from firefighters to nurses to construction workers - always have the freedom to join together.

This opportunity may never come again. We need to act now to protect workers’ freedom to speak up for their safety and ours, to have a say in their conditions at work, and to have a path to economic freedom.
Draft Amendment language with labor partners

Pass the Legislature in both chambers with bipartisan support

The amendment passed 49-7 in the Senate, with 11 Republicans joining Democrats, and 80-30 in the State House, with 9 Republicans joining Democrats.

Pass Amendment with either: a majority of ballots cast OR 60 percent support on the question.
## Our Strategy

<table>
<thead>
<tr>
<th>Labor to Labor Outreach</th>
<th>Field &amp; Community Engagement</th>
<th>Earned Media &amp; Surrogates</th>
<th>Paid Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>With over 900,000 union members in Illinois, we start with a tremendous electoral advantage. We will activate these members and create buy-in to the “Me Plus 3” program to help build our base of support with union members, families and friends.</td>
<td>A robust statewide field program will identify supporters, create visibility for the campaign and turn out voters on Election Day. We will also focus on outreach and engagement with community groups to ensure our message reaches as many as possible.</td>
<td>The WRA campaign will work to place earned media to bolster our efforts. Hearing stories directly from members will be integral to our campaign, and we will identify respected leaders and community members to serve as surrogates for the campaign.</td>
<td>The largest expense of the campaign will be communicating directly with voters. These communications will make our on-the-ground efforts with members and non-members more successful.</td>
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2022 will be a tougher political environment than 2020

Combined with the 60% threshold for success, winning over Republicans and Independents will be essential to our efforts to pass the Workers Rights Amendment

<table>
<thead>
<tr>
<th>NET</th>
<th>Overall</th>
<th>Overall</th>
</tr>
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<tbody>
<tr>
<td>MAR '21</td>
<td>+16</td>
<td>+12</td>
</tr>
<tr>
<td>APR '20</td>
<td>+18</td>
<td>+19</td>
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**PARTY SELF-ID**

**GENERIC BALLOT**
Unions have been consistently popular in Illinois over 5 years of polling.
Support for the Workers Rights Amendment is broad and deep among union households

However, there is room to grow among retired union members and members of a union household who are not themselves in a union

AMENDMENT SUPPORT – INITIAL

<table>
<thead>
<tr>
<th>Union Fav.</th>
<th>Definitely yes</th>
<th>Probably yes</th>
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<tbody>
<tr>
<td>Current</td>
<td>87</td>
<td>58</td>
</tr>
<tr>
<td>Retired</td>
<td>81</td>
<td>51</td>
</tr>
<tr>
<td>Household</td>
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<td>35</td>
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</tr>
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<td>Rep</td>
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<td>41</td>
</tr>
<tr>
<td>Ind</td>
<td>69</td>
<td>36</td>
</tr>
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</table>
Support cuts across demographic lines

There is less "strong support" from Latinos, seniors, and non-college workers.
Most people in union households already know this will be good for workers.

But 1 in 5 said they did not know when asked what they thought the Workers Rights Amendment would do.
Many in union households cannot point to how this would benefit them personally.
Safety will be an important theme in our campaign to pass the Workers' Rights Amendment

- In every group we've polled so far, safety was an effective and persuasive message.

  Top messages included safety for everyone through workers calling out problems, safety for workers in hazardous jobs, and more resources for first responders. Voters see these as necessary protections against their existing suspicions that employers will cut corners or are not as focused on safety as they should be.

- We've found voters with questions about the Workers' Rights Amendment most wanted to hear more information directly from workers in unionized industries.
Talking About Workers Rights

Emphasize workplace safety and working conditions.

The Workers' Rights Amendment ensures workers can speak out about dangerous situations that put Illinoisans at risk, and collectively bargain to make their workplaces safer.

Make things personal. Focus on working people and working families.

Avoid talking broadly about politics. Stick to workplace safety, wages, and the freedom to join together on the job.
People want to hear directly from workers about what's at stake, and how this impacts them.

Avoid making this a fight about "right to work" or partisan politics.

Bring the focus back to working families - we must make sure Illinoians have a voice on the job so they can have a safe workplace and earn a wage that allows us to sustain a family.
How You Can Help

Commit To Vote

Educate Others

Share Your Stories