

Reveille and OUR Walmart are pleased to offer Australian Unions a unique Digital Organiser development opportunity immersed in a live campaign in the United States.

About OUR Walmart.

OUR Walmart has pioneered Online to Offline organising techniques as the principle method of organising Walmart workers.

They have a small team pitched against the largest private-sector employer on earth, and have been spectacularly successful.

OUR Walmart continuously evolve processes, utilising new technology tools as they emerge, and build their own when there aren't any available. Success and progress is measured not by clicks, likes or shares, but by mobilisations, actions, and impact.

OUR Walmart focus heavily on peer-to-peer networking and worker to worker mobilisation.

To express interest, or for more information please contact:

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About the program.

Using a combination of Zoom virtual meeting technology and in person training, participants will learn about online to offline organising, strategies and tools.

This knowledge will be put into practice through immersion in live OUR Walmart campaign work.

OUR Walmart's Online to Offline campaign director – Eric Schlein – and Madeleine Holme from Reveille will provide training and briefing, and allocate campaign work.

Participation details.

Participation is strictly limited each time the program is run and capped at 10 participants. To be accepted, participants will be required to:

- Be sponsored by an Australian Union
- Have experience with digital communications or organising
- Be assigned by their union to work on online to offline organising
- Be prepared to work to US time zones, for example beginning at 6am
- Commit to the full program, including debrief.
- Sign a confidentiality agreement

Fee: \$1500 plus GST (Proceeds support the ongoing work of OUR Walmart.)

Training Agenda.

Day 1

- Online to Offline methodology
- Campaign briefing
- Work allocation & campaign participation

Day 2

- Campaign participation
- Online to offline tools

Day 3

- Application to own work
- Online to offline roles and data management
- Debrief and feedback