

GET OUT THE VOTE!

A TOOLKIT FOR RCN MEMBERS

To build the future that nursing deserves, we must show this new government how much nursing staff care about fair pay. **To do this, we need to do one simple thing: get RCN members to vote.** The tools and tips in this kit will help you get out the vote!

The pay consultation in England runs until 12 noon on Monday 16th September

rcn.org.uk/EnglandConsultation

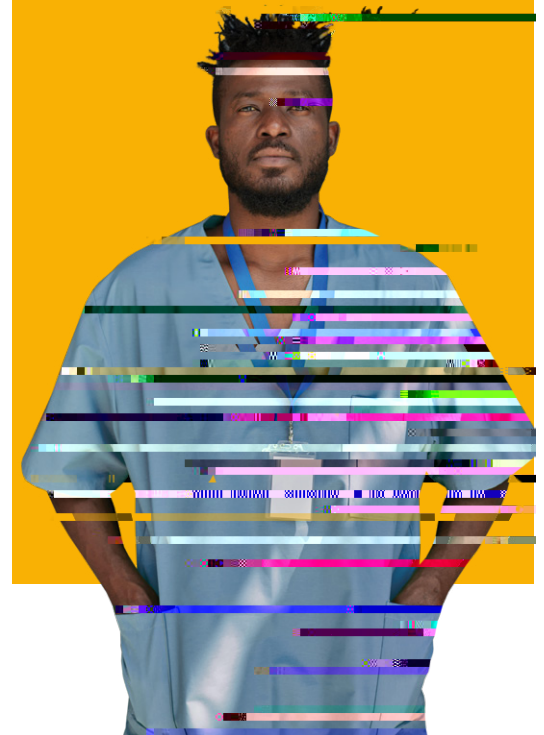
WHY IS IT SO IMPORTANT TO GET OUT THE VOTE?

5.5% INCREASE

- that's the 2024 pay award from the Government for NHS workers. Now, RCN Council are asking for the views of members affected by this award. Does it go far enough? The answer is up to you and your colleagues - the next steps are in your hands.

- **Every vote matters - the more votes, the stronger the voice:** This is a consultation for all members on Agenda for Change (and those whose contracts are dynamically with AfC). A huge turnout in your workplace will be vital to making sure the view of RCN members is clear and give nursing more power going forward.
- **You have power:** You've shown the power the nursing work force has when it stands together. You now need to make your voice heard on this pay award. The more who vote, the stronger we are for future pay awards.
- **No one else can do this for you:** You are the leaders of your workplace; you have the relationships, opportunities and passion to turn this vote out. If everyone relied on others to fight for change, there would be no fight or change at all.

OUR PAY,
OUR SAY,
THE VOICE
OF NURSING
LOUDER THAN
EVER!



Getting members to take part in the consultation is crucial and that's where you come in. A high turnout will give your fellow members who lead the RCN the clear signal they need on the membership's views.

HOW TO BOOST TURNOUT IN YOUR WORKPLACE

Think about how much you know about your workplace and your colleagues. That knowledge and your relationships are your power, and that's why you and other voting volunteers are the most powerful way of turning out the vote and getting the nursing profession's voice heard.

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There are three main things you can do to boost turnout in your workplace:

- Talk to your colleagues
- Get them active
- Map your workplace

1. TALK TO YOUR COLLEAGUES

Nothing beats a face-to-face conversation to make the difference and persuade someone to take part in this consultation.

Open with a question, such as 'This year's pay award is 5.5% - what do you think?' or 'Have you had a chance to vote in the NHS pay award consultation yet?' Then move onto the steps below:

HAVEN'T VOTED

Remind them of the key info:

"Do you know how to vote?"

"It's easy to vote, you can do it online at the RCN website (show them the QR code and encourage them to vote on the spot)."

"You only have a few days left to vote, so best to do it straight away."

If they could not vote immediately, then you'll follow up:

"Can I check in with you next week to make sure you've been able to vote?"

"Once you've voted, who else can you check in with to see if they voted?"

HAVE VOTED

Move them through the asks listed below:

"That's great, who else can you check in with to see if they voted?"

"Would you like to become a voting volunteer?"

Remember to follow up:

"Brilliant, we'll have a follow-up call with you to..."

CONVERSATION TOP TIPS

1. You know your workplace better than anyone, think about how you get your news or work updates. Those are the same places you can have conversations to get out the vote. Some great options are:

- Team meetings
- Shift changeovers
- Notice boards
- Ward walks
- Stalls by the canteen at busy hours
- Entrances and by the car parks

2. Reminders make the difference! Follow ups are key: they allow you to move other members toward the most important action – voting – but also get them more active in a way that feels manageable. Letting people know you'll check back also gives them a deadline to complete the asks. It will help you build up a picture of where your most active colleagues are.

3. Group Conversations: Breaktimes and meetings

Go to break times or any other times where people are together. If you have them bring leaflets, QR codes and stickers. You can use the flow chart for 1-1 conversations as a guide but the key is getting a group conversation going by asking:

“This year’s pay award is 5.5% - what do you think?”

The RCN is not recommending a position, but sharing your own thoughts is a very good way to get others talking.

Remember not everyone will automatically understand why voting is important or that their vote matters so it is important to listen to their answers and their concerns. Your job is to give them hope that by members coming together and voting in large numbers we can make sure this new government is listening to nursing.

Ask them -

“Would you like to have this government investing in nursing and the NHS?”

If yes: “then you need to vote - either way. It’s easy to vote and this is the time to take 5 minutes.”

Use their answers to encourage them to vote and don't forget to let them know you'll be checking back in.

“This year’s pay award is

5.5%

what do you think?”

2. GET COLLEAGUES ACTIVE

The more members who are active like you, the stronger the voice of nursing. Once a member has taken part in the consultation, it's crucial you explore with them if they could join you in getting active and persuading others to take part too.

Being a Voting Volunteer is the best way for RCN members to be active on pay and it couldn't be easier to get your colleagues signed up.

Scan here to become a voting volunteer

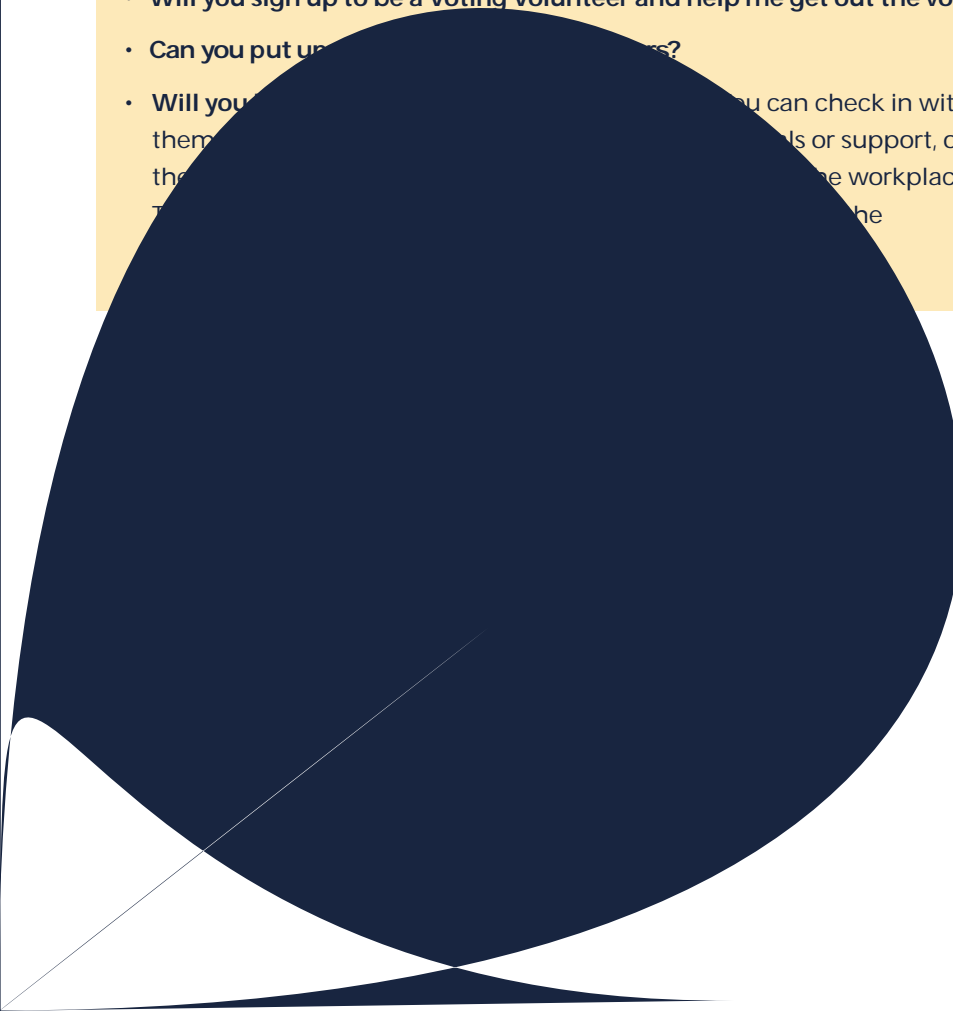


JUST A QUICK QUESTION!

Getting colleagues active:

These are some asks you can make of colleagues that will increase the vote in your workplace and can encourage them to be a voting volunteer. Remember to start small and then build up - you might be able to recruit more members to become active in getting out the vote.

- **Did you know that there is an RCN pay consultation happening at the moment?**
- **Have you voted yet?**
- **Can you speak to your colleagues?** Always ask fellow members if they can speak to a specific number of colleagues to remind them to vote (e.g. 3 members of their team) - this helps get the word out and moves that member towards becoming more active. Check in with them to see if they managed to have those conversations and how they went.
- **Will you sign up to be a Voting Volunteer and help me get out the vote?**
- **Can you put up posters in your workplace?**
- **Will you help me?** You can check in with them for advice or support, or if they need help in the workplace. This is a great way to help the



HOW TO GET OUT THE VOTE?

ORDERING MATERIALS

Materials are a useful tool for GOTV; they can be used as a conversation starter and a visual reminder to vote.

You can order materials by using the QR code below:

Posters