

A stronger union begins locally

A guide for recruiting more members to Forskerforbundet

**FORSKER
FORBUNDET**



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Recruitment guide

Tips and tricks to
help you recruit and
retain members

In this short guide, you'll find information about who qualifies for membership, the importance of membership growth, how to retain members, and some useful tools for union representatives – including seven compelling reasons for why your colleagues should join Forskerforbundet.

About Forskerforbundet

With over 26,000 members, we are the country's largest trade union and interest organization for employees in research, higher education, and knowledge dissemination. We're affiliated with the confederation Unio, which has 400,000 members.

Who can become a member?

Membership in Forskerforbundet is open to employees in academic, technical-administrative, or other professional positions that normally require higher education, and who work in:

- Research and development
- Higher education
- Museums and cultural heritage management
- Public administration related to research and higher education

We offer dedicated student memberships, and employees who retire may keep their membership.

If you are unsure whether someone is eligible for membership, please contact us at post@forskerforbundet.no.

We are here to help you!

Ask before someone else does

Did you know?

A Fafo report from 2020* shows that 4 in 10 members were recruited by a union representative or by a colleague in the workplace.

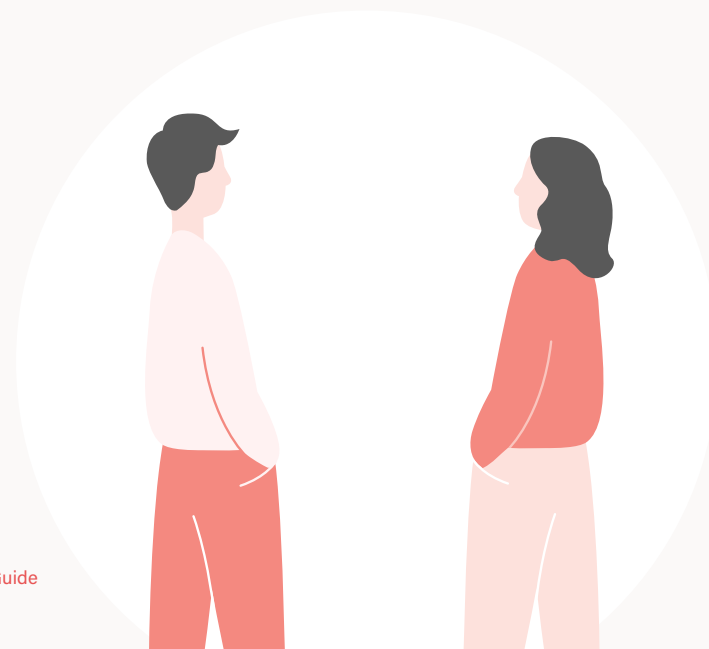
Half of all employees with a degree in higher education already join a union while they're still students.

And half of those who aren't organized when they start working choose their union in their very first job. Many say the only reason they're not members is that no one ever asked them!

And remember:

Forskerforbundet depends on growing its membership base to maintain the strength and influence we have today. By recruiting both locally and centrally, we become stronger – and together, we can shape a fairer work life.

*Fafo (2020:33) Attitudes toward trade union membership
– a survey among employees, Kristine Nergaard



How to recruit members locally

- **Find potential members:** Get an overview of the workplace! Which new employees can be recruited? How many employees are not yet organized?
- **Make an action plan:** Set concrete recruitment goals, define target groups and activities, and clarify responsibilities and budget.
- **Talk about it:** Explain why union membership matters, and how Forskerforbundet and the local branch can contribute.
- **Be visible:** Make information and promotional materials available at the workplace, and use stands and events to reach people.
- **Foster engagement through activity:** Build community and increase visibility through local meetings, seminars and social gatherings. You can also apply for project funding for this.
- **Engage new employees early:** Keep track of new hires, share information, invite them for a chat – and follow up.
- **Highlight member benefits:** Clearly show what members gain – both on the central and local level.
- **Involve active members:** Highly engaged members can help spread the word and inspire others to join.
- **Utilize support from the central office:** Share campaigns from Forskerforbundet centrally through the channels of your local branch, like Facebook or your website.

How to retain members locally

- **Make members feel seen and heard:** Find out what matters to them – for example through conversations or surveys – and adapt your activities accordingly.
- **Maintain regular engagement:** Meetings and social gatherings build community and a sense of belonging.
- **Offer courses and webinars:** This strengthens the connection to the union, while providing valuable professional development.
- **Highlight membership benefits:** Insurance, banking benefits, and other perks can help retain members – make sure to point them out!
- **Give new members a warm welcome:** Share promotional materials and make sure their onboarding goes smoothly. Remind them of benefits and activities afterwards.
- **Satisfied members stay - and they become your best recruiters.**



Seven great reasons to join Forskerforbundet

As a union representative or an active member of the local branch, it's helpful to be able to explain what makes the membership valuable. That's why it's smart to have a few strong arguments ready – and maybe even learn them by heart.

Here are seven compelling reasons to join Forskerforbundet. Learn them by heart – and spread the word!

1. We fight for better pay and working conditions for knowledge workers.
2. We offer free legal support in the workplace – we're there when you need us.
3. Membership comes with attractive benefits in banking and insurance.
4. Community, expertise, and networking for knowledge workers.
5. Our members are the backbone of Norway's knowledge sector.
6. We influence politics and speak up for the interests of knowledge workers.
7. Every member counts – together we're stronger.

Tips from our experienced recruiters

Meet some of our super recruiters and get their best advice on how to recruit colleagues at your workplace:



Mascha Johanna Fauth
PhD candidate at NHH

"I talk directly with new employees and address their individual situation and needs. Being an accessible resource who can provide guidance and answer questions along the way – as well as pointing them to informational sessions and other activities – has had a clear recruiting effect."



Tony Burner
Chief union representative at the University of South-Eastern Norway

"I make sure to introduce myself to new employees, and if they are not already union members or wish to change unions, I tell them about Forskerforbundet, which is the largest union at USN. I also set up a stand on campus a couple of times a year, where students can get information and be recruited."



Kitty Marie Bjørndal
Logistics staff at the National Library of Norway

"I have experienced incredible support and help from Forskerforbundet. That's why I share my story with new members – because I want them to experience the same. Knowing the union well, understanding the pay system, and sharing my own experience have been key in recruiting new members."

Useful tools for recruiting



Information about
membership and fees.



Need a helping hand in
your recruitment efforts?
You're always welcome
to get in touch with us!

Contact us at
post@forskerforbundet.no



Promotional materials



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