

A Labor of Love

DESIGN ACTION is a graphic design and web development shop that loves the work you do. We are a UNION SHOP (CWA Local 39521). For over a decade we have been working for the movement for social change, with a particular love for the hard work you do as labor organizers. We understand that fair wages and benefits for working families are not just about asking for a bigger slice of the pie—it's about justice for those who do the work.

However, holding our ground has been a struggle over the past couple of decades. This is despite the fact that the labor movement proves time and again the ability to deliver a better livelihood to our members and better products and services to the country. A big part of the problem is that the other side spends a lot of money on slick campaigns of lies and deception. They use the worst methods of modern advertising to sell anti-union ideology. Their billions buy them media control, spin doctors, and insidious appeals to people's worst selves.

We don't want to play their game. And we don't need to, to win. They have to spend all that money because they are pushing a boulder uphill. They are trying to convince people to go against their own best interests. The labor movement is empowering people and providing them with what they actually need. We don't need layers of packaging to make winning look better than it is.

So why do you need Design Action? For the same reason you hire a union electrician to make sure your wiring is done correctly, and a union food service worker to make sure your food is safe. When it comes to your graphic design needs or your website—the key tools of modern visual communications—it's important to work with professionals who know the labor movement. **Design Action is not a Madison Avenue design studio that occasionally does work for progressive causes. We are a union shop that was founded with a mission to serve you.**

Birthered in a union offset print-shop, we know how to design print materials that are striking, print well, and are cost effective. In our web department **we have developed two custom packages exclusively for unions:** One package is for your hot, escalating campaign with all the tools you need to organize support and get your side of the story out there with the flip of a switch. The second is for your busy union local, that desperately needs an easy-to-navigate, consistently branded, attractive and professional site that they can manage without having to become a computer programmer.

Over the next few pages, you can see some samples of our work, along with the details of our web packages and a list of recent labor and working families organizations we have served. Please feel free to contact us anytime with questions.

In Solidarity,
Design Action



WEBSITES



SUPPORT THE CASTLEWOOD WORKERS

WRITE HERE! Local 2990

THE CASTLEWOOD WORKERS

STAND UP TO CORPORATE UNION CONTRACTS FOR THE FUTURE!

NATIONAL DAY OF ACTION

THURSDAY MARCH 20

CORE CHANGE THROUGH ORGANIZING, RESEARCH & EDUCATION

LABOR CENTER

ASIAN WOMEN AT WORK

EMPOWERING, RESOURCING, ASSISTING, AND IMPROVING WORKING WOMEN'S LIVES

PHU NỮ Á CHÂU TẠI NƠI LÀM VIỆC

TRỢ GIÚP CẤP ĐIỀU KIỆN, HỖ TRỢ VÀ CẢI THIỆN ĐỜI SỐNG NỮ CÔNG NHÂN

STRIKE VOTE IS COMING

VOTE

APRIL

ASIAN WOMEN AT WORK

EMPOWERING, RESOURCING, ASSISTING, AND IMPROVING WORKING WOMEN'S LIVES

亞裔女工互助會

GREEN JOBS NOW!

I'M READY

SUPPORT TOMATO PICKERS

BOYCOTT TACO BELL

www.ciw-online.org

Yuk! Brands

TOMATO PICKERS STILL HAVE TO PICK 2 TONS OF TOMATOES TO EARN \$50 IN ONE DAY.

It's Time to Get Paid.

A Campaign Led by the San Francisco Progressive Workers Alliance

www.endwagetheft.com

SAN FRANCISCO CITY PROFESSIONALS

BUILDING A SAFER & MORE BEAUTIFUL SAN FRANCISCO

21 UNSUNG HEROES

Professional, Technical and Administrative Employees LOCAL 21, IPEE - IPEO

Read more about our heroes at www.themagazine.org

Work, Money and Power

UNIONS

IN THE 21ST CENTURY

labor income

2012 IMPACT REPORT

EBASE EAST BAY ALLIANCE FOR A SUSTAINABLE ECONOMY

EBASE has improved the lives of 20,000 people through:

- Higher living wage policies
- Safe and fair workplace conditions
- Access to family-sustaining benefits

Community College Council of the California Federation of Teachers
American Federation of Teachers, AFL-CIO

Perspective

Volume 43, Number 2 March 2008

Not everything is quantifiable
Michelle Selter has gone from refugee to college instructor to union leader. She's also a mathematician who believes that not everything is quantifiable.

San Diego labor history recalled
Thanks to the AFL Guild in San Diego, the city council remembers that one hundred years ago it didn't believe very well toward the IWW, and apologizes for repression of the free speech rights of union activists.

Peralta fights interest rate swap
Margan Stanley is taking to the Peralta Federation of Teachers for opposing the Oakland board college district with a bond, several late derivation wage.

CALIFORNIA

Faculty

NO ON 32

Does this agreement have muscle?

INK

In This Issue:
Billing Turnaround
Many Hands, One Voice
Got iPod?
And more...

NEWS FOR KP WORKERS, AND PHYSICIANS

JUNE 2008

HIGHLIGHTS FROM THE OAKLAND PEOPLE'S SUMMIT

On November 17th, 2007, over 400 people came together for "Building Oakland for Everyone Summit on Jobs, Housing, and Justice," a community-labor gathering at St. Anthony's School Gym. The participants, representing over 30 organizations and labor unions, came together in hopes to outline a new path for development in Oakland—one that builds Oakland for everyone.

BUILD OAKLAND

CALIFORNIA FACULTY ASSOCIATION

the Insiders' Guide to Collective Bargaining

CPA BARGAINING GUIDE WINTER 2007

MESSAGE FROM CPA PRESIDENT LILLIAN TATE
Bargaining a contract is never easy but this year it is especially tough. State funding for the CSU is fundamental to some of the most im-

CHECK, PLEASE!

HEALTH AND WORKING CONDITIONS IN SAN FRANCISCO CHINATOWN RESTAURANTS

A REPORT BY CHINESE PROGRESSIVE ASSOCIATION

THE PARTNERSHIP FOR WORKING FAMILIES

BUILDING A NEW SOCIAL MOVEMENT FOR WORKING

Local 674

Advocate

MAR/APR 2008

TRI-LOCAL TO SEEK EARLY ACME CONTRACT TALKS
Bargaining strategy would target the county, then Sacramento, then the county again

Web Packets for Labor Organizing

Design Action is a full service Graphic Design and Web Development shop. We can work with you on any and all visual communications tools you need. We do large and small websites, and help you to identify custom solutions and functionality for your specific needs. But we also understand that sometimes it helps you the organizer if, as your designers, we can apply our experience and expertise to narrowing the options—and the budget. If you need a striking website with effective tools for organizing, these packets are for you.

Picket Pack

\$2,000

- Designed to get your campaign moving quickly*.
- Striking design with your logo and colors*.
- WordPress Content Management System: You can post and edit content. No html/coding required.
- Dynamic News and Updates
- Integration with social media like Facebook and Twitter.
- Sign up form
- Donate button
- Online Petitions to pressure targets
- Slideshow with captions
- Works great on phones and tablets at the picket line.
- 100% union labor.

Union Local 1

\$4,000

Everything featured in the Action Pack, plus:

- Multiple design options.**
- Increased functionality
- Blog, Newsfeeds, Member Services, Press Releases
- Events calendar
- Contact form
- Integration with select 3rd party CRM databases and e-advocacy platforms (such as Salsa, NationBuilder, PowerBase, and Salesforce)

Union Local 2

\$5,000 - 8,000

Price will depend on functionality choices. Call us for an estimate

* Price based on one round of design. We love to work with organizations to work through multiple design options, but the Action Pack assumes that your organizing effort is at an important crossroads. The campaign is about to escalate, and you want to have a tool for communicating your message to supporters, the media and the general public. You need a site up and running quickly that will look professional, credible, and striking.

** This is your local's site, so the design needs to reflect your union's branding, and your local's unique personality. At the same time, you are working with a budget, and do not want to spend endless hours in a design process that aims to incorporate every bit of feedback from every one of your members. You want us, as professional designers, to present you with solid options that you can select from. This package assumes we present 3 design options for you to choose from.

Partial list of Labor and Workers Rights organizations we have worked with:

American Federation of Teachers	Institute for Industrial Relations	San Francisco Low Wage Worker Bill of Rights
9to5 National Association of Working Women	Interfaith Committee for Worker Justice	Seattle Alliance for Good Jobs and Housing for Everyone (SAGE)
Align NY (Affiliate of JWW)	Jobs with Justice (national)	SEIU Local 616
Asian Women at Work (Australia)	Kaiser Labor Management Partnership	UC Berkeley Labor Center
California Construction Academy/UCLA Labor Center	Labor Occupational Health Program, UC Berkeley	US Federation of Worker Cooperatives
California Faculty Association	Los Angeles Alliance for a New Economy	Women's Action to Gain Economic Security
California Federation of Teachers	National Day Laborer Organizing Network	Worker Rights Consortium
Center on Policy Initiatives (CPI)	Network of Bay Area Worker Cooperatives	Working Partnerships USA
Chinese Progressive Association	Orange County Communities Organized for Responsible Development (OCCORD)	United Students Against Sweatshops
Coalition of Immokalee Workers	Partnership for Working Families	UNITEHERE! 2850
Communications Workers of America	People Organized to Demand Environmental and Economic Rights (PODER)	WorkSafe
East Bay Alliance for a Sustainable Economy	People Organized to Win Economic Rights (POWER)	Young Workers United
Food Labor Research Center at UC Berkeley	Progressive Workers Alliance, SF	Workers Rights campaigns
Front Range Economic Strategy Center (FRESC)	Restaurant Opportunity Center (ROC)	Castlewood Workers campaign of UNITE/HERE! 2850
IFPTE Local 21		

Organizational affiliations included for identification purposes only and do not necessarily indicate official endorsement.

"When I need one of my publications to attract the right attention from the right audience, Design Action is where I go."

Fred Glass
Communications Director
California Federation
of Teachers
AFT/AFL-CIO

"Our union is proud to represent the workers of Design Action Collective. They are dedicated to the cause of workers' rights and social justice. And they produce highly creative and effective graphics and websites. Design Action is a quality operation staffed by CWA members who will make sure the Labor Movement's messages have impact."

Carl Hall
Executive Officer
Pacific Media Workers Guild
TNG-CWA Local 39521

"The Design Action team produced beautiful posters that truly captured the spirit of our campaign at Castlewood Country Club. They were also fantastic to work with - flexible, collaborative, efficient, sensitive to the timelines and complexities of an active campaign, and willing to put in the extra time to find the perfect shot of a worker leader."

Sarah Norr
UNITEHERE!
Local 2850

Design Action has helped our Union step into the 21st Century. From redesigning our website, to creating the materials for our "Unsung Heroes" campaign, which puts a face and identity to our membership, Design Action has been a pleasure to work with. Not only do they understand our goals, audience, and commitment to labor rights, but they are talented, professional, and produce quality work of the highest standard."

Anjali Asrani
Research &
Communications
Specialist
IFPTE Local 21

Design Action
510-452-1912

info@designaction.org

www.designaction.org

1710 Franklin #300
Oakland, CA 94612

