



MOBILIZATION GUIDE

What we're doing

On Wednesday, April 29, we are asking 120,000 PSAC members to wear black. This is a coordinated, visible action to support the team members who will be at the bargaining table and in mediation at the same time, representing all of us.

Wearing black shows the employer that those members aren't alone. They have thousands of workers behind them who are paying attention and expecting a fair deal.

Your job is to make the action real for members and get them to take part by:

- Making the ask clearly and directly
- Helping members understand why it matters
- Following up to turn intention into action

What to emphasize

Keep your conversations focused on a few core ideas:

- **Visibility is our leverage:** When members show up collectively dressed in black while bargaining is happening, it sends a clear message to the employer that the teams at the table are backed by a united, engaged membership.
- **Member participation builds bargaining power:** We didn't win sick leave or parental leave by asking nicely. We won them through collective action that the employer couldn't ignore.
- **This is about what comes next:** If we can't show visible support now, it will be harder to escalate later. Small actions build toward bigger ones.



How to approach members

This action only works if members see others taking part. Your conversations are what makes that happen. Don't just send an email and expect results. Talk with members and ask directly, "Will you wear black on April 29?"

The key thing to remember is that you're not trying to force a "yes." You're building engagement and awareness.

And don't forget to follow up. A quick reminder the day before and the morning of makes a big difference.

Common questions

- **How is wearing black going to make a difference?**

When thousands of workers take the same action on the same day, it becomes impossible to ignore. It's a visible sign that members are united and engaged, and it puts pressure on the employer.

- **I work from home, so I can't participate.**

Visibility still counts whether it's in person or online. Wear black on camera and use a PSAC virtual background. Even if we're not in the same building, we're in the same fight.

- **I'm worried about management's reaction.**

Wearing a specific colour is a protected form of union expression. It's a low-risk, collective action that will help us build the momentum we need to take stronger actions if needed. If management interferes with the rights of members or discourages members from participating, stewards must take action.



- **Why do we need to send a message to the employer?**

Because Treasury Board has demonstrated they are not willing to engage meaningfully. They've stalled on key issues like job security, remote work, and fair wages. This action will show them members are paying attention, and that you expect better.

- **Why black?**

Most people already have something black to wear. It also signals how serious things are at the bargaining table.

- **I have a uniform or dress code.**

You can still participate by posting a photo on social media using #PSACTogether or sending a message of support to your bargaining team.

- **What if my manager asks me to remove my virtual background?**

If you receive a verbal direction to remove your background, you should comply in the moment to protect yourself from any risk of discipline. Ask your manager to confirm the request in writing, but do not refuse while waiting for that confirmation. Let your local steward know right away. You can also pivot to wearing your union gear or putting a poster on the wall behind you to keep your solidarity visible on screen.