



TIP SHEET: Tim Hortons Snap Actions

Materials

1. Hand made placards are really great – it shows grassroots presence
 - Suggestion – have a couple placards that say “HONK if you LOVE workers at Tim Hortons” or “HONK if you hate bad bosses” or something to involve drivers.
2. Official \$15 and Fairness placards are also important to show that supporting Tim Hortons works and standing up to bad bosses is part of the Fight for \$15 and Fairness
3. MUSIC – makes a huge difference. Having an upbeat playlist helps create a festive mood. Some sort of sound system would be excellent.
4. Make sure you have window signs: “Proud to support a \$15 minimum wage and decent work for all”
5. Lots of leaflets – depending on how busy the location and how many people come out, you may go through hundreds of leaflets.
6. Have a FF15&F signup sheet for those who want to get more involved or learn more.
7. Bring pens, tape and felt markers.

Media & Security at the action

1. Assign at least 1 person to be a media spokesperson
2. Assign at least 1 person (with experience or who is calm, cool, and collected) to liaise with police or security or customers with questions
3. Try not to block the sidewalk – this invites problems from police
4. Public space is public space – we are allowed to be outside. If we go in and leaflet customers or make an announcement – we may be asked to leave the premises but they can't make us leave a public space.

Setting Up on the day

1. We would suggest 2 or 3 lead organizers arrive 15 to 30 minutes early with supplies: placards, leaflets, stickers, etc.
2. Go inside the restaurant before the event starts. You can buy something small like a coffee or donut. Tell that staff person in a loud voice that you are here to support Tim Hortons workers and to demand Tim Hortons corporation treat their workers fairly
3. Ask to speak to the manager – this is the time to be friendly! (please turn page over for tips)
 - Tell the manager your name, that you're with the Fight for \$15 and Fairness campaign, that you are there in support of workers at Tim Hortons.

- Smile, and tell the manager we oppose clawbacks of workers wages in response to minimum wage increase and other improvements in labour laws.
 - You could say “We hope no such measures have been taken against these workers in this location.”
 - If the manager says no clawbacks have been implemented, then ask the manager to post the window sign and offer to promote a picture of it on social media. (It is UNLIKELY they will post it because they have to check with head office.)
 - Tell the manager we need franchise owners and managers to put pressure on the head office to do whatever is necessary to restore workers paid breaks, uniform allowances, basic health and dental benefits, the meal allowances, tips, hours of work or anything else that may have been cut.
4. While 1 or 2 are speaking to the manager, another 1 or 2 can make an announcement to the customers and pass out leaflets explaining how they can show their support for the workers by emailing the CEO who earns \$6.7 million.

Outreach (goal = try to have at least 10 people at action)

1. If you're able to get some music going – that's great.
2. See if a couple of calm people can be assigned to talk to people who come by, keep people happy if they happy and if they disagree with the event listen politely, keep them occupied, even if you're talking about sports or the weather.
3. As people join your action, try to get a sense of how long they can stay – this will help you figure out when to take the group photo.
4. Assign a few “jobs” for folks who come:
 - Some folks can hold the placards
 - Some folks can be leafleting all passersby
 - Others can be there with signup sheets
 - Some folks can be assigned to take photos – maybe make a solidarity selfie frame and someone could take peoples' pictures
 - Some folks can be tweeting (use: #15andFairness #IStandWithTimHortonsWorkers #TimHortons) Please tag @FairWagesNow

Group Photos & Social Media

1. Take a group photo at the point when most people are there, or before people have to leave.
2. Take action pix throughout the event
3. Post your pix to Twitter as you take them.
4. Post your pix to Facebook as soon as you can after the event. (Be sure to tag people. The sooner you can post your pix the bigger the bang. Folks will be looking to see the photos that same day.)