



**OURWalmart**   
Organization United for Respect at Walmart

# JUNE 4TH: OUR Walmart National Strike Day & Action on Inequality

## WHO

Walmart Associates, faith communities, union members, community groups, allied groups and students.

## WHAT

OUR Walmart members will be striking in key locations across the country to protest Walmart's illegal retaliation against Associates who have spoken up about inequality and have struck. Associates have been calling for Walmart wages to be raised to \$25,000. Faith communities, union members, community groups, allied groups and students will be taking action in solidarity with Associates who are standing up against inequality. These actions will be happening at stores across the country and online.

## GOALS

- ◇ Persuade Walmart to stop retaliating against Walmart associates for speaking out
- ◇ Highlight the issue of Walmart's poverty wages deepening income inequality and the impact it has on its workers, customers, and communities as a whole. Call on Walmart to raise workers' wages to \$25,000 a year.
- ◇ Welcome the new CEO 2 days before the shareholder meeting with strikes and actions across the country
- ◇ Educate and activate customers around the real impact of Walmart by having them sign a petition in support of a campaign addressed to the new CEO

## MATERIALS

Download all of your materials at the [Action Network](#).

## THE ACTION

We want to make sure we create as many actions at stores and online as possible, raising the issue of the Walmart' Economy in advance of the annual meeting and stand in solidarity with the OUR Walmart strikes happening on June 4th, 2014.

### At the store

The focus for this action will be on customers- your goal is to talk to as many customers as possible and get them to take action by signing a petition. Your primary objective is to use the power Walmart customers have to activate them in support of the campaign by asking them to sign a petition.

Remember Walmart's primary audience is its customers. Walmart's main goal is to get customers to buy their products. This is why the customers have enormous power with Walmart and its leaders like Rob Walton.

1. Hand out leaflets to customers
2. Ask customers to sign the petition
3. Hold signs and banners calling for Walmart to raise wages to \$25,000 a year
4. Take a picture of your store action and tweet (Instagram works too!) using #WalmartStrikers

**Plan your action [using these legal parameters.](#)**

### Online

Can't make it to the store? You can still join the National Strike and Day of Action on inequality right from your desk or phone.

1. Visit [WalmartEconomy.com](http://WalmartEconomy.com) and post your story or evidence of how the Walmart economy has impacted your life and community
2. Post this on your Facebook page: Walmart made \$16 billion last year, but many of its workers make so little they are forced to rely on government assistance. Don't let Walmart cover up the truth about how the Walmart economy impacts us all. See real life stories about getting by in the Walmart economy and share yours! [www.WalmartEconomy.com](http://www.WalmartEconomy.com)
3. Tweet the following:
  - Sign & RT - #WalmartStrikers are standing up for a better economy for all of us. I stand w/ them. [Action.ChangeWalmart.org/StepDownRob](http://Action.ChangeWalmart.org/StepDownRob)
  - The #WalmartEconomy impacts us all! See real life stories of getting by and share yours here --> [WalmartEconomy.com](http://WalmartEconomy.com) @ChangeWalmart
  - This is what it looks like to get by in the #WalmartEconomy. @Walmart, are you listening? [WalmartEconomy.com](http://WalmartEconomy.com)

### **TALKING POINTS**

- On Wednesday, June 4th Walmart Associates are taking a stand to call on Walmart to end its illegal retaliation against those that speak out, and for the retail giant to use its profits and its power to help strengthen working families and our economy by providing full-time work, paying a minimum of \$25,000 a year and ending the retaliation against its workers who are speaking out for a better future for their families.
- Walmart is the driver of the low wages, part-time work and erratic scheduling that keeps many women and men from being able to support their families. As a result, many families are forced to rely on food stamps and other public programs because they are living in poverty. According to a congressional study public supports for Walmart workers amount to nearly \$1 million at each of Walmart's 4,000 stores.
- In addition, companies like Walmart have forced our economy off balance. The wealth of 42% of American families is in the hands of one family – the Waltons, who control Walmart. Meanwhile, the majority of jobs at Walmart pay less than \$25,000 a year.
- Walmart's new CEO Doug McMillon has a choice to change the path of our country's largest employer. As CEO of the largest private employer in the country, Mr. McMillon has enormous influence over the US economy. June 6th will be the new CEO's first Walmart annual shareholder meeting. And we want to make sure that he hears the voices of workers and the community.