



# AUTOMATED PHONE TECHNOLOGY

## WHY?

Automated phone technology, including robo calls, telephone townhalls, and patch-through calls, make it easy to reach every member and for members to take action.

## HOW TO GET STARTED

- ▶ Automated phone technology can be used to deliver a recorded message, operate a live phone bank, do surveys of members and “patch” members through to a target, such as elected officials or employers.
- ▶ LIUNA offers automated phone technology to every Local Union free of charge; the actual cost of each call is billed to the local. An average robo call costs 8 cents. An average patch-through call costs 25 cents.
- ▶ LIUNA will help Local Unions develop a robo call script and recording, upload member contact lists and monitor call activity.

## HOW IT WORKS

- ▶ Automated phone technology dramatically increases member activism, but should always be part of broader communications involving other tools.
- ▶ Phone technology isn't only for elections. Local Unions are using it for meeting reminders, dues notices and to reach organizing targets. An automated call can typically go out within 24 hours notice.

## WHAT'S OUR PROGRESS?

- ▶ About 70% of Local Unions use automated phone technology.

## THE KEY

- ▶ If you use at least four tools – one of them being automated dialing technology – member activism will likely increase.

Laborers'  
International  
Union of  
North America

# LIUNA!



Targeted Publications ▶ Text Messaging ▶ Local Union Websites ▶ Media Outreach ▶  
Unity Through Branding ▶ LIUNA Action Network ▶ Automated Phone Technology ▶

Contact Strategic Communications: 202-942-2246 or [communications@liuna.org](mailto:communications@liuna.org)



## MEDIA OUTREACH

### WHY?

Members, elected officials and the public learn most of what they believe they know through the news media. News media can help win organizing and political fights and reinforce member activism.

### HOW TO GET STARTED

- ▶ LIUNA offers media training to help Local Unions obtain positive media coverage.
- ▶ LIUNA provides sample news releases, letters to the editor and reporter contact lists, and will support overall media outreach.
- ▶ “Media Outreach: Tips and Tools for a Stronger Union” is available from LIUNA.

### HOW IT WORKS

- ▶ As in life, relationships matter. Get to know reporters who cover issues that matter to your Local Union.
- ▶ Ask LIUNA for assistance if you’re not comfortable with the basics: identifying reporters, developing a relationship, identifying positive news opportunities, reaching out for coverage.
- ▶ Think big: LIUNA is important to your local economy, to education, to construction and to working people. New training programs, new contracts or holding unscrupulous contractors accountable are all newsworthy.

### WHAT’S OUR PROGRESS?

- ▶ About 40% of Local Unions reach out proactively to news media.

### THE KEY

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# UNITY THROUGH BRANDING



## WHY?

LiUNA! orange can become a recognizable symbol to the public of the men and women who build America and unify LIUNA across the continent.

## HOW TO GET STARTED

- ▶ LIUNA provides branded materials, including shirts, hats, stickers, bumper stickers, pens, and wristbands.
- ▶ Many items are free; clothing items are available at cost. Go to [www.TheLiunaLook.org](http://www.TheLiunaLook.org) to place orders.
- ▶ LIUNA provides branding designs and guidelines for banners, printed materials and online materials at [www.Liuna.org/documents-and-resources](http://www.Liuna.org/documents-and-resources).

## HOW IT WORKS

- ▶ Branding only works if it is consistently used.
- ▶ All hardhat stickers, banners, signs and publications should include LiUNA! branding.
- ▶ Members and leaders who “wear LiUNA! on their sleeve” are most effective.
- ▶ Politicians have come to recognize LIUNA’s strength when they see a sea of orange at rallies. Members have come to wear LiUNA! orange as a sign of their strength and pride.

## WHAT’S OUR PROGRESS?

- ▶ About 90% of Local Unions use LiUNA! branding.

## THE KEY

- ▶ If you use at least four tools – one of them being automated dialing technology – member activism will likely increase.

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## TARGETED PUBLICATIONS

### WHY?

Members want to receive information from their Local Union and a periodic mailing can provide material that informs and persuades.

### HOW TO GET STARTED

- ▶ LIUNA can provide newsletter templates or offer assistance on existing newsletters.

### HOW IT WORKS

- ▶ Use LiUNA! branding.
- ▶ Highlight the faces and voices of members, particularly those who are active in their union – people want to see themselves in publications.
- ▶ Make sure your newsletter reinforces messages in other communications.
- ▶ Include “news you can use,” such as training schedules.
- ▶ Showcase both the achievements and challenges facing members.
- ▶ LIUNA can provide some content for newsletters.

### WHAT'S OUR PROGRESS?

- ▶ About 70% of Local Unions have targeted publications.

### THE KEY

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## WEBSITES AND SOCIAL MEDIA

### WHY?

If your Local Union is not online, it's like not being in a phonebook – for most people you don't exist.

### HOW TO GET STARTED

- ▶ LIUNA provides web hosting, design and assistance in setting up Facebook and Twitter profiles.
- ▶ You won't need technical expertise to update your site.
- ▶ LIUNA provides training.

### HOW IT WORKS

- ▶ Local is responsible for updating web content and social media profiles.
- ▶ LIUNA will provide some content and help with local content.
- ▶ You'll get better results if your site is marketed by including the web address on all materials.
- ▶ The best sites highlight members, contractors and ways for members to be active.

### WHAT'S OUR PROGRESS?

- ▶ 63% of Local Unions use websites and social media.
- ▶ In addition to Local Union sites, LIUNA is helping locals and regions with organizing campaign websites.

### THE KEY

- ▶ If you use at least four tools – one of them being automated dialing technology – member activism will likely increase.





## LIUNA ACTION NETWORK

### WHY?

More than half of LIUNA members regularly use email, providing an inexpensive way to reach members and an easy way for them to take action.

### HOW TO GET STARTED

- ▶ Collect member email addresses in every way possible – at the union hall, in mailings and at union meetings.
- ▶ LIUNA offers Local Unions access to the Action Network free of charge.
- ▶ Every Local Union can have a local action network through LIUNA, allowing the local to email members in mass or request members to take action on local issues.
- ▶ Action network technology makes it possible to divide email lists into useful categories – for example, by ZIP code, by industry sector or activism level.

### HOW IT WORKS

- ▶ Local Unions can upload new member email addresses. In addition, the LIUNA Action Network currently has more than 100,000 members, making it likely that members from your Local Union are already involved.
- ▶ Email through the action network can generate letters or phone calls, but it works best when used with other communications tools.
- ▶ The network can be used to deliver newsletters or other information.

### WHAT'S OUR PROGRESS?

- ▶ About 40% of Local Unions have a significant number of members on the LIUNA Action Network or are using email to communicate with members.

### THE KEY

- ▶ If you use at least four tools – one of them being automated dialing technology – member activism will likely increase.

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## TEXT-MESSAGING

### WHY?

More than 90% of LIUNA members have a cell phone and they carry it wherever they go, making text-messaging a crucial way to communicate.

### HOW TO GET STARTED

- ▶ LIUNA provides a text-messaging platform that allows Local Unions to text-message hundreds – or even thousands – of members at once.
- ▶ You must have member cell phone numbers in order to text members.
- ▶ No technical expertise is required for mass text-messaging.
- ▶ Members must give permission for you to text them by responding to a first text or by agreeing to it in sign-up sheets, LIUNA Action Network cards or by other means.

### HOW IT WORKS

- ▶ Texts must be short – for example, “union meeting tonight” or “rally in one hour.”
- ▶ Texts must be timely – ideally about something that will happen today.
- ▶ If you use texting, you’ll have what is called a short-code and a key word. Market these to members so they opt-in with their cell numbers.

### WHAT’S OUR PROGRESS?

- ▶ About 24% of Local Unions use text-messaging.

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