



CASE STUDY

UNION MEMBER ENGAGEMENT AND ADVOCACY PROGRAM

Local 798 is a skilled labor union with members spread across the country. They use their organizing power to mobilize members and allies to advocate to regulators and key decision makers for new infrastructure projects and participate in public processes to earn public support for pipeline projects.



CHALLENGE

Local 798’s leaders noticed a trend of declining membership engagement and activity. Outreach Experts was brought on board to help them identify the best way to communicate with members and motivate them to take action.

SERVICES



Action Center Development



Online Survey



Membership Database with Social Match



Digital Engagement



Social Program

INSIGHTS

Local 798 was in need of a digital and social communication strategy. After a member survey and interviews with union members, it was evident that members did not feel engaged by the printed newsletters and direct mail materials that Local 798 relied on to communicate.

They union was also in need of a comprehensive membership management system, or CRM, that could match members to their social media IDs. This would allow them to easily communicate with members across social networks and via email.

STRATEGY

1. Create a digital Action Center where union members can learn about prospective infrastructure projects in their region, TAKE ACTION, and RSVP for upcoming public meetings.
2. Build the digital infrastructure to identify employees and allies across social networks and connect them to the Action Center.
3. Develop a communication plan and social media program to inform members about opportunities to take action and foster community engagement among members and allies.

OUTCOME

Nearly **60%** of union members joined the Action Center.

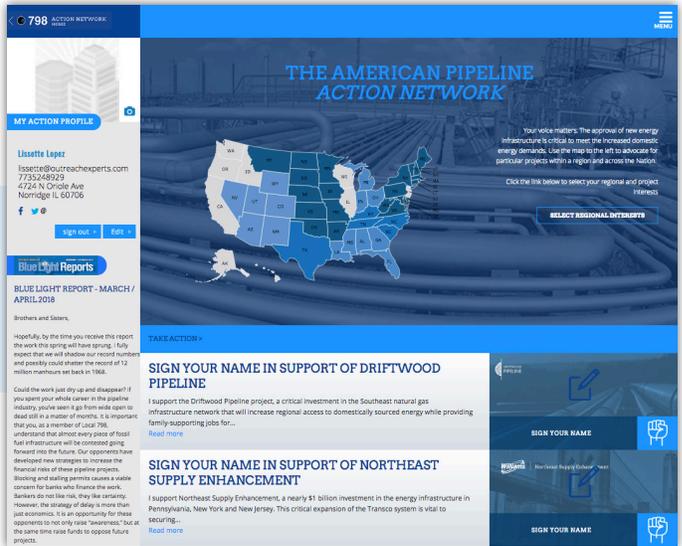
85% of members who joined the Action Center took at least 1 action within a year.



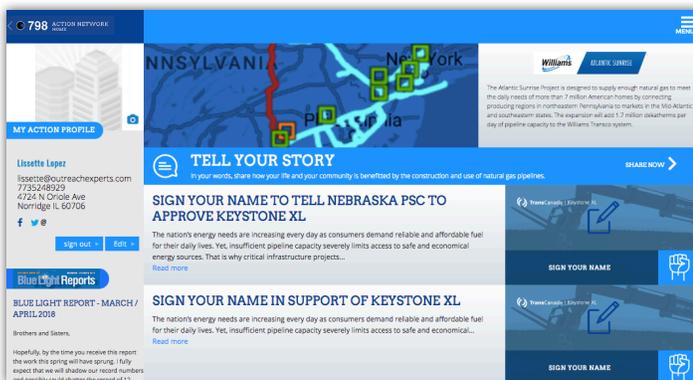
75% of members who joined the Action Center took more than 1 action within a year.



HOME PAGE



REGION PAGE



PROJECT PAGE

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