

Harnessing the Power of Your Membership

Staying connected with members is never an easy task. And, developing a more engaged membership is a daunting challenge. Membership engagement is even more critical when going head-to-head with an employer or campaign opponent.

“Updating our members’ contact information through Stratcom proved to be a good investment almost immediately. With greater access to our members through email, it was possible for our union to quickly engage with one of our components during a recent bargaining dispute, keeping these members updated and informed so that they had the best information on what was happening at their worksite.”

Mary Rowles
Director

BC Government & Services
Employees’ Union

Instead of relying on more traditional outreach and communication mechanisms in an already noisy, ultra-competitive and media-rich environment, Strategic Communications (Stratcom) can provide you with new ways to engage members.

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Our union conducted voter contact during municipal and provincial election campaigns with our membership and other voters in our community. In fact, our local, which has approximately 5,500 members, decided to use Strategic Communications to contact our membership during past municipal election campaigns. As a result, the participation of our members during election campaigns has grown over the years, which is partly due to solid voter contact.

Paul Faoro

President, CUPE Local 15

At Stratcom, we help you make the most of your core asset—your union’s members. One of the best ways to maximize the value of this asset is by engaging members directly and on a regular basis through different mediums to ensure they are connected to your union’s issues and aware of the ones you are championing.

① The first step in harnessing the power of your membership is making your list the best it can be. Stratcom can help you quickly and efficiently enhance your membership contact lists so that you can connect to members through a variety of channels when you want and how you want.

② The next step is determining how to best use your list to engage members. With your updated list of emails, phone numbers, social media accounts and home addresses, you can leverage Stratcom’s more sophisticated engagement services.

Choose from our suite of leading-edge member and general public mobilization tools, online and offline public opinion research, or direct-response fundraising tools in support of your campaigns or allied causes.

Membership Engagement Strategy

At Stratcom, we understand the labour movement. Our firm is unionized and, through its work with labour, has helped secure crucial contract wins, elected progressive majorities on city councils and school boards, and developed donor-funded revenue streams for allied non-profit organizations.

Stratcom's expert in-house consultants can provide ongoing advice on your union's membership engagement.

Our team members can work with your union to develop campaign assumptions, test practices, set benchmarks, measure outcomes and conduct ongoing reviews of all aspects of your membership engagement activities.

Because our experts are always working on a variety of political and issue advocacy campaigns, we are constantly updating our membership engagement techniques, tools and theories.

Our clients include some of the largest non-profit organizations in the country such as Oxfam, Greenpeace and the Council of Canadians.

Unions can benefit from our team's cross-sectoral experiences and varied knowledge, ensuring your membership engagement approach incorporates best practices that are current, flexible and productive.

“ In launching our *Take Back the Power* campaign, Strategic Communications played a vital role in developing strategies, messaging, and research which took a holistic, modern, and innovative approach to achieve the goals we set out to accomplish. ”

Mike Bruce
Director of Communications
COPE 378

Donor Development

Many labour-supported organizations need to create citizen-wide backing for their issues such as protecting universal medicare, safeguarding public education or fighting privatization of crown or municipal utilities. However, they also need to generate funds to support these causes.

Stratcom has extensive experience in fundraising and can develop and implement effective strategies that build awareness but also fundraise for the mission of your cause.

We can custom design a fundraising strategy to reflect the principles

of your causes and contribute to growing support from your members and the general public for the long-term goals of your allied organizations.

We can offer an integrated fundraising strategy that will incorporate a combination of tools including:

Direct Mail—acquiring new donors through mail is still the best way to grow and ensure a stable donor base;

Telefundraising—use our expert and issue-supportive staff to phone existing donors to convert them to regular monthly giving,

re-activate lapsed donors or acquire donors from warm leads;

Online—combine email with web sites, social media and other online tools to generate donations inexpensively;

Broadcast Voice Messaging—reinforce telefundraising and direct mail appeals, or drive donation traffic to web sites.

Under Stratcom's guidance, one national advocacy organization saw their donors increase from 7,000 to 100,000 in ten years.

Mobilizing Members & Supporters

Critical to a union's work is efficient and effective outreach to your members. Engaging them is essential to building support for bargaining, issue-based campaigns or political candidates. The first step is ensuring you have an accurate and up-to-date membership list.

Stratcom can improve your existing membership list by direct member contact or through accessing commercial databases to:

Confirm and update addresses—as many as one in eight members will provide an address change with the remaining seven confirming the address on file;

Confirm, update or obtain email addresses—in our experience, up to 84% of members with emails will provide this information when asked;

Obtain social media (e.g., Facebook, Twitter, LinkedIn, etc.) account status information;

Obtain phone numbers—Stratcom can retrieve up to 50% of phone numbers for members missing this crucial piece of data

Our list work will assist in identifying members whose information requires additional follow-up. For example, non-working phone numbers can make up to 20% of membership lists.

Stratcom also has the online and offline tools to reach, engage and mobilize your members and the

general public. No matter which tool you choose, Stratcom has the expertise to design and implement your mobilization strategy.

Whether you are trying to get members to sign up for an action or activist project, take part in a union-sponsored vote, build your union leadership profile, update your members on recent activities, or reach out to the broader public in support of your campaign, Stratcom can help you create the right means of engagement to maximize your results through:

Telephone town halls—hold virtual meetings with thousands of participants who may pose questions to a host and answer real-time surveys;

Large-scale outbound telephone programs—reach up to 15,000 members a day by phone;

Direct Mail—use our expertise to develop thousands of mailings that are sure to be opened;

Broadcast Voice Messaging—use regular or interactive voice mails to reach up to 85,000 people a day;

Telephone voting—conduct a member vote with our new secure service that allows members to cast a ballot securely and easily using their own phone anywhere.

“We found the Telephone Town Hall to be a very effective and economical way to reach thousands of our members during difficult contract negotiations recently. As technology changes the way unions do business, we consider this tool something we will be using regularly to keep people in touch with what their union is trying to accomplish on their behalf.”

John Baert

Special Projects Director

Manitoba Government
Employees Union

Researching Public Opinion

“Stratcom’s post-election telephone polls of our membership in several provinces helped our union better understand what worksbest when it comes to mobilizing members in support of NDP candidates at election time. This research has made our Steelworkers Vote campaigns more successful.”

Scott Lunny

Assistant to the Director

United Steelworkers
District 3

Successful advocacy and election campaigns start with research to determine the preferences, opinions, and attitudes that motivate your audience.

Investment in research will ensure that your campaign is more successful. Whether you’re working with your own members or the general public, Stratcom’s research services will help you target your message and gain leverage with critical decision-makers.

Stratcom can help you learn what messages resonate with your members and/or the public through:

Focus Groups—let our experts test your message on sample groups

National/Regional Polls—place single questions on our regular national and provincial online omnibus polls;

Customized Telephone Surveys—utilize Stratcom’s unionized call centres to survey members or the general public;

Customized Online Surveys/ Polls—let us design and field a custom poll for the public or use member email lists and the web to inexpensively poll or survey members;

Interviews—survey hard-to-reach union members, or the public, in person.

For more information
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