

Labor Use Cases with OutreachCircle

OutreachCircle is a robust organizing platform that makes it easy to engage and activate your members. Since 2015, we have worked with over two thousand progressive campaigns and organizations around the country. OutreachCircle takes just minutes to setup and requires no training for your members.

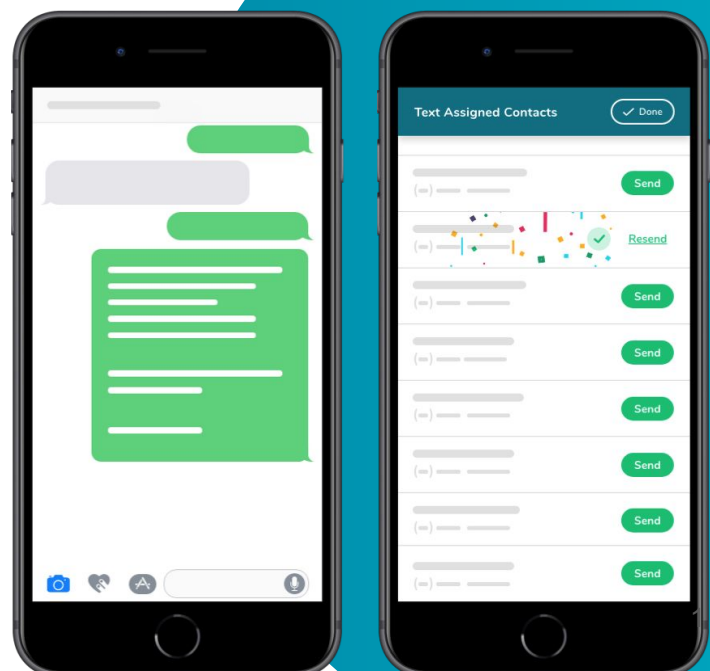
Affinity P2P Texting

Labor organizers are often responsible for developing and maintaining a relationship with hundreds of members. In an ideal world, an organizer would be able to talk or meet with all of their members on a regular basis, however, there just isn't enough time in the day. Emails are often ignored and many are not on social media.

Affinity P2P Texting enables an organizer to develop an ongoing relationship quickly with their members via personal texts that come from their **own number**.

Use Cases include:

- Developing and deepening the relationship between an organizers and members
- Enabling jobsite captains to contact their members quickly
- Driving attendance at lobby days, rep councils and protests
- Collecting feedback on an upcoming employment agreement

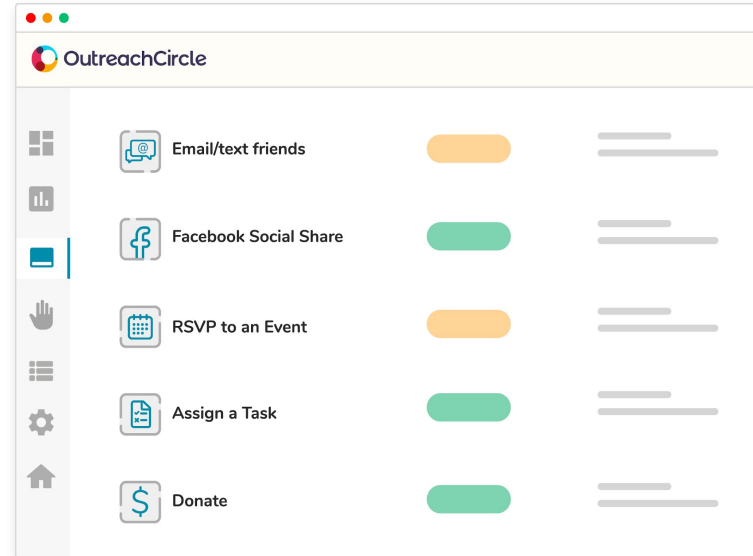


OutreachCircle Action Hub

Once your members have joined the platform, they will find all of the ways they can engage with the union and take action. They can get updates, respond to events, fill out forms, and share information with their network via email, text, and social media.

Key Features:

- Distributed Organizing
- Track & Manage Supporters
- Ladders of Engagement
- Group Management
- Surveys

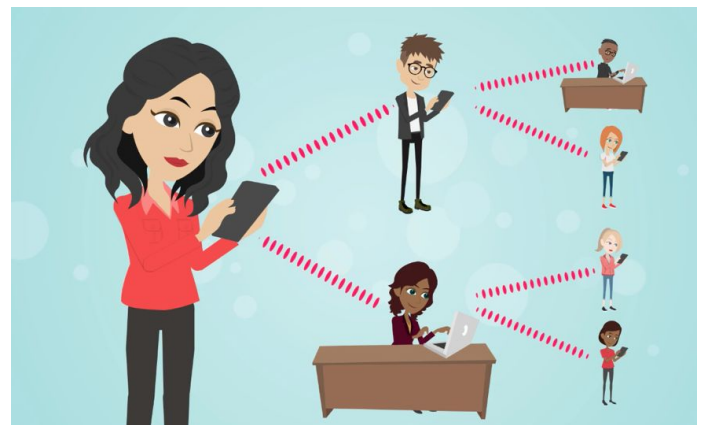


Relational Organizing with OutreachCircle

Relational organizing has been proven to be more effective than traditional stranger-to-stranger outreach. With OutreachCircle, you enable hundreds of your members to introduce the union's efforts to hundreds, even thousands of their friends from the comfort of their own home on their own schedule. Your supporters can quickly reach out to their friends all at once by email and social media, or they can connect one friend at a time by text, phone call, or in person.

Key Features:

- Realtime Voter Mapping
- Robust Reporting
- 2-Way VAN Integration
- Filter and Segment Lists
- Outreach via email, text or social



Contact support@politicaldata.com or visit client.outreachcircle.com to learn more.