

8 STEPS

TO DIGITIZE YOUR UNION LOCAL

1. Create a website

Create a website using a customizable template which doesn't require any HTML knowhow. Use the site to collect membership information, host events, keep people up-to-date, and enable members to have their own log-ins to certain content areas.

2. Find your most influential members

Load membership data into NationBuilder's control panel and let NationBuilder Match work its magic. Then use Klout scores and sort by highest Twitter followers to identify your most influential members. Ask them to lead in the area where their voice is strongest: online. Track which members are recruiting best and reward them.

3. Give access

Give every shop steward a login to the control panel on their NationBuilder site so they can see, live-time, all the actions their members are taking, track conversations, and tag their members with key issues of concern.

4. Set simple goals

Set simple goals, like knowing the 1-5 support score for every member. This is natively attached to every NationBuilder profile.

5. Use memberships

Use memberships to collect monthly dues and donations easily online, and all the financial data will be appended to the member's profile.

6. Create surveys

Use surveys to help provide data. Ask questions, collect feedback, and interact with your membership. Answers will get appended onto a person's profile, and can trigger work flows for union leadership.

7. Give public profiles

Give certain members public profiles on your website. They'll be able to show supporter activity, social networks & fundraising efforts.

8. Use your data

Use your data to send the right asks to the right people. Reward 1's & 2's and spend time with 3's & 4's to firm up their support..

