LiUNA! 7 Tools Survey

Your Local Union #________ Your Name: ________________________________

1. Does the Local routinely use automated calls, robocalls, or phone-banking to reach your members? YES Monthly / Yes less than monthly / NO (Mark as routinely – if at least monthly / mark as yes but not routine if less than monthly)

   Who is the voice for automated calls – district council staff, business manager, members, local union staff, other? (CIRCLE all that apply)

   What are the automated calls used for: Dues reminder, membership meetings, events, advocacy calls to elected officials (CIRCLE all that apply)

2. Does the Local use text messaging to reach members? YES / NO (Not one-on-one, but mass text messaging)

   How often: weekly, monthly, less than monthly? ______________

   How many members are opted-in for text messaging? ______________

   Does the Local’s membership application ask for mobile number for text messaging? ______________

3. In the past quarter, has the Local sent out a newsletter, postcard, mailing or other publication to members? YES / NO

   How many publications were sent in the last year? ______________

   What topics were included in the publications? ______________

4. Do you have a Local Union website? YES / NO LINK: ______________
If yes, have you updated the website in the last month? YES / NO

5. Does the Local have a Facebook page? YES / NO
   Have you updated in the last week? YES/NO
   How many members like the page? ________

6. Does the Local collect email addresses from members? YES / NO
   If yes, how many have been collected? ________

7. Is the Local using email to communicate with members? YES / NO
   (Not one-on-one, but sending notices, newsletters, publications to the membership by email)

8. Does the Local use LiUNA! Orange branding materials? YES / NO
   If yes, what materials do you provide to members?______________
   Do all materials: Flags, business cards, stationary, signs, placards, flyers, hats – either in the Local, online, or provided to members and staff carry the LiUNA! Branding and color? YES / NO

9. Do you reach out to the news media regarding Local Union events and other activities? YES / NO
   If yes, who is the designated media contact for the local? _______________

Return to LIUNA Strategic Communications by May 30, 2014
Fax 202-942-2365 or Email communications@liuna.org