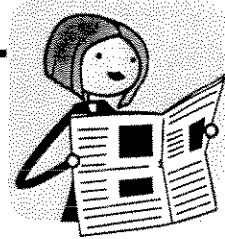


# Communicating with members in an election year



## Union members support union political programs

### Should unions:

- Try to get members to vote?  
All union members 90%  
GOP leaning members 89%
- Put out union voting guides?  
All union members 84%  
GOP leaning members 76%
- Run TV-radio broadcast ads?  
All union members 72%  
GOP leaning members 65%

Source: Research Peter D. Hart Associates

## **Union members support union political programs**

73% of union members agree:

“Unions need to invest time and money in politics and legislation today, to counter the influence that corporations and wealthy special interests have”

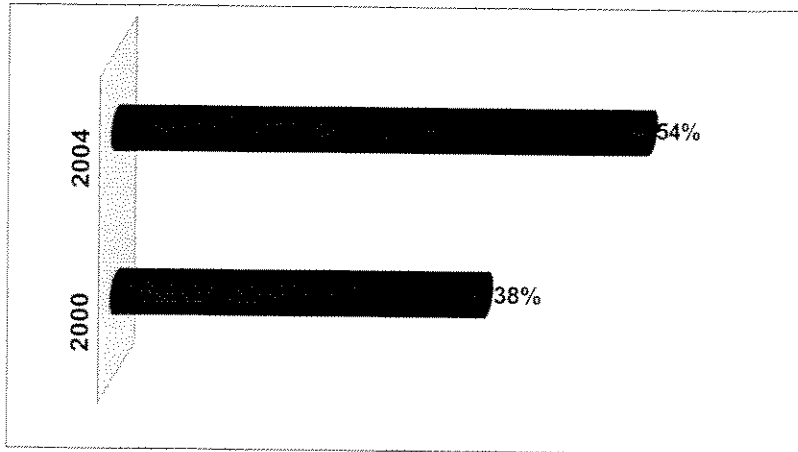
## **Unionists were active in 2004!**

- 225,000 volunteers in Labor 2004
- made over 100 million phone calls– (5 million in 2002)
- passed out over 32 million leaflets (17 million in 2002)



# Worksite Contacts

Battleground States, 2002 and 2004

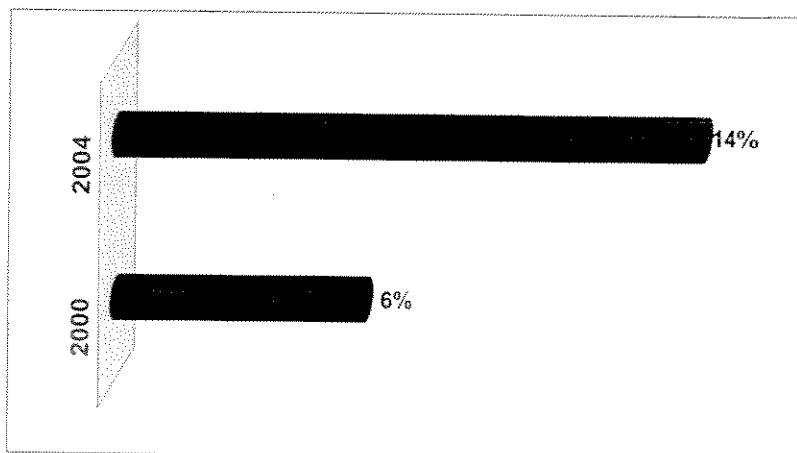


Source: Hart, 2000 & 2004

Hart, 2000 & 2004

# Labor Walks

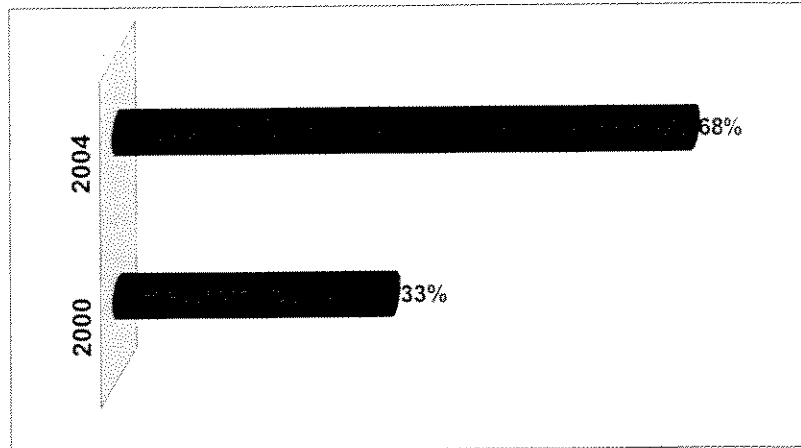
Battleground States, 2002 and 2004



Source: Hart, 2000 & 2004

## Phone Calls

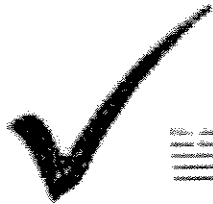
Battleground States, 2002 and 2004



Source: Hart, 2000 & 2004

## 2004 Results:

- 65% of union members voted for union-endorsed Pres. candidate (Kerry)
- 68% in battleground states.



## **Union Information Matters!**

### ■ **Issues matter!**

- **51% of union members said** candidates' position on issues was the most important factor in their vote.
- **Top issues:** jobs and the economy, the war in Iraq, health care.
- **Jobs** Of union members ranking jobs as first priority, **71%** voted for Kerry.  
(Even gun owners who were union members voted for Kerry over Bush by 12%)

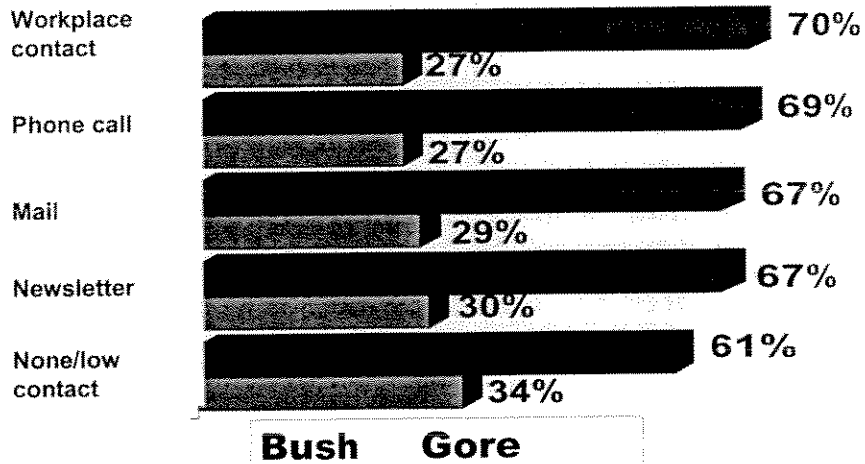
## **Union Information Matters!**

### ■ **Communications matter!**

- **92%** of members heard from their unions; **81%** at least 3 times.
- **Forms of contact**—ranged from mail, phone calls, house visits and workplace fliers to e-mails and websites

# Types of Member Contact

Vote for Al Gore 2000



\*Active Members, 12 Target States

Source: Lake/Hart 11/00

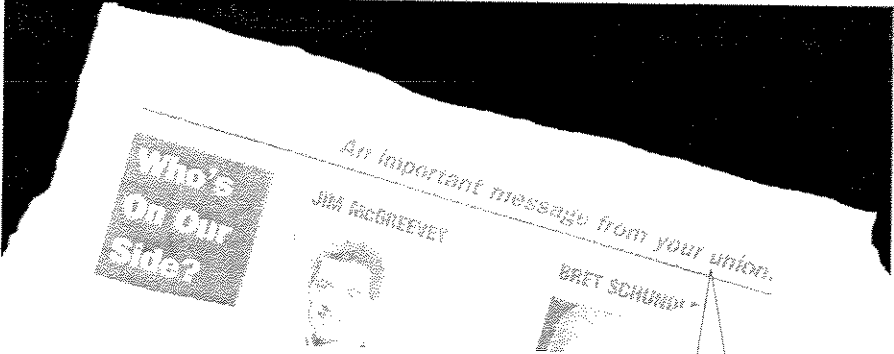
## Endorsements are effective! (and *must* be publicized!)

- According to labor focus groups, about **70%** of union members vote for the person endorsed by their own leadership. [1]

### Endorsements

The Iowa Federation of Labor, AFL-CIO endorses candidates who support working family issues. Central Labor Councils from around Iowa recommend candidates for endorsement based on evaluations and candidate responses to questionnaires. These recommendations are considered and acted upon by representatives of affiliated local unions, state and central labor councils, and the state convention.

[1] Website article, Hart research, August 20, 2000.



**Who's On Our Side?**

An important message from your union.

JIM MCGREEVEY

BRET SCHUNDLER

**local**

**Messages from folks your members know is most persuasive!**

## **Info retention rates**

**Members remembered most when they received leaflets from stewards at work**

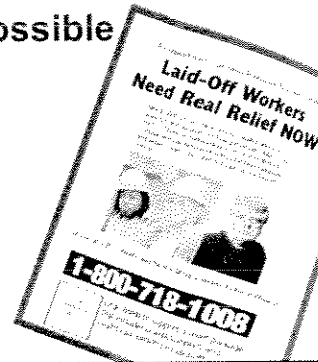
*"[When you get a leaflet] you're right there among your co-workers if there's anything standing out ... or whatever the issue is. You have other people to discuss it with."*



Source: SEIU research

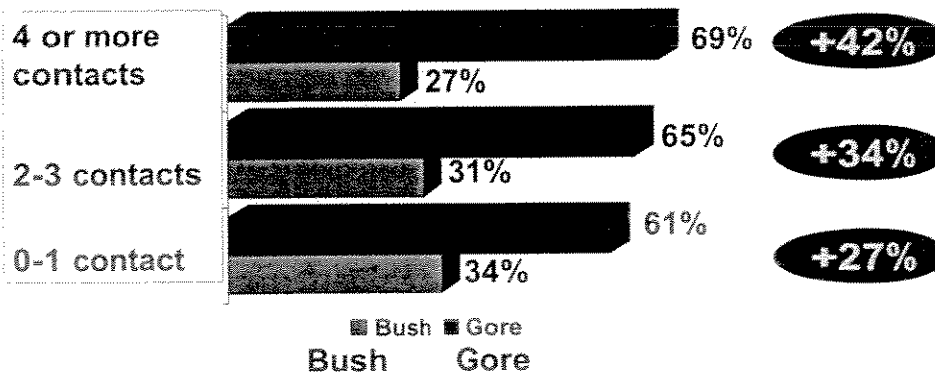
## Getting info to members: What focus groups tell us

- Short!
- Leaflet handed out at work where it's possible to discuss it.
- Info conveyed by phone if not possible in person.
- Based on issues that are clearly relevant to workers.
- Focused on what members can do to help achieve goals



## Intensity of 2000 Member Contact

Of those who voted for Al Gore--

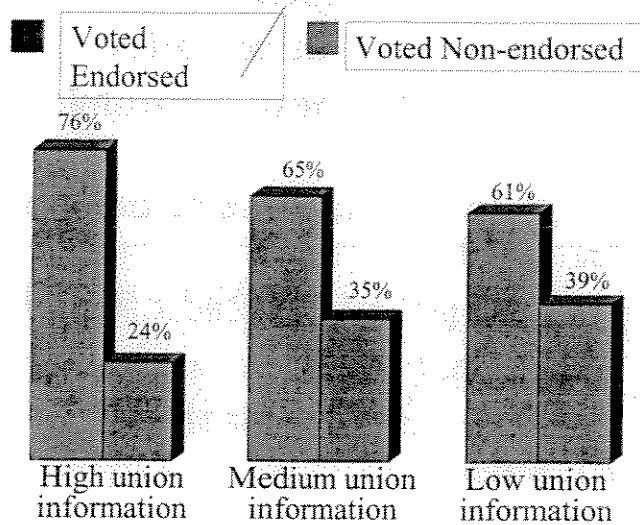


\*Active Members, 12 Target States

Source: Lake/Hart 11/00



## Intensity of Info: 2002 House Vote



## High intensity contact needs:

- **volunteers**
- Ask them! *Research shows—*
- **13% of local union members are ready to volunteer!**



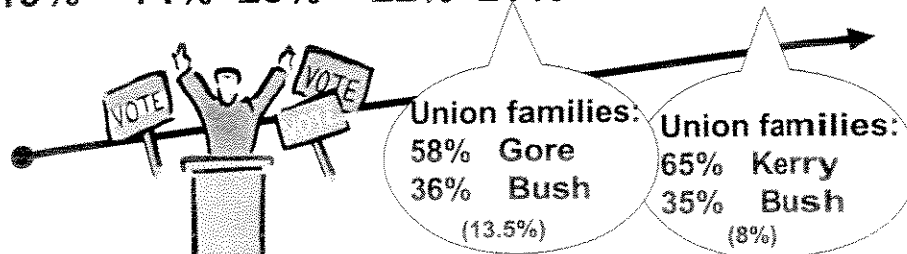
## **Rules for political action** [1]

- Downplay partisan rhetoric
- Provide members with information
- Focus on a worker-friendly economic agenda
- Give members opportunities to be more directly involved
- Act as “watchdogs” of elected officials
- Establish personal contact, one-on-one
- Address members on the basis of particular issues

[1] Hart research results

## **Union families as percent of total U. S. voters, 1992 – 2004**

1992	1994	1996	1998	2000	2002	2004
19%	14%	23%	22%	26%	26%	24%



**Grassroots organizing pays off!**

Hart Research, IL, CA.