

KEEP A GOOD LIST AND CHECK IT TWICE

From Local Unions to the International Union, we must develop the ability to reach out through mail, phone, email, text-messaging, websites, and, most importantly, through face-to-face grassroots discussions.

Developing and maintaining an accurate list of member contact information, including home phone numbers, cell phone numbers, home addresses and email addresses is required for effective mobilization and activism. Make sure you get the details right, including name spellings and salutations.

If you can't reach someone, you can't inform, educate, persuade or mobilize them. Every form of communication counts, and no single method of communication alone will be successful.

Every Local Union needs current lists that include:

1. *Home addresses*—you can't knock on a member's door or mail them information without it.
2. *Home phone numbers*—you can't call or deliver a robo call without it.
3. *Cell phone numbers*—you can't reach a member with a text message or a member who has no home phone without it.
4. *Email addresses*—you can't provide rapid-fire, free and flexible communication without it.

Protect members' privacy. Don't share member lists with other organizations.