

LIUNA!

Best Practices:

Robo Calls that Work

1. A robo-call should be 45 seconds or less.
2. Every robo-call should begin with: “This is your union calling.”
3. The best voice for a robo-call is generally one closest to members – usually the Local Union business manager.
4. A robo call should be part of a strategy that also includes other communications such as the LIUNA Action Network, text messaging, flyers, mailings or news media outreach.
5. Improve your contact list. You can’t call a member if you don’t have their phone number or if the number is wrong. Use robo-calls as a way to improve contact lists – home phone, cell phone, email and address.

Local Unions, District Councils, Regions and the International are using robo-calls to:

- *Engage members to help in organizing campaigns.*
- *Help members reach out to elected officials.*
- *Alert member of suspended status.*
- *Turn out for meetings and events.*

For access to the International’s robo-call system and assistance in setting up a successful call, contact Strategic Communications at 202-942-2246 or communications@liuna.org.