

# WORKING AMERICA

## UP TO THE CHALLENGE

# BIG

## EFFECTIVE

## VERSATILE

**“It’s our country, and it’s our government, and we need to stand up together to improve those things. That’s what folks do when they’re part of Working America.”**

—Del Linville,  
Working America member, Ambridge, PA

# 2013



# 1 MILLION CONVERSATIONS

2012

**1 million in-person conversations, in neighborhoods that wouldn't otherwise be reached.**

2013

**Expanding to make a difference in new states and communities.**

**NEXT:  
50 in 5**

**WORKING AMERICA works. That's why we're striving to be in all 50 states in 5 years.**

## A PROVEN METHOD

Because of our technology, our training and our targeting, Working America is incredibly effective. A control-group study from the Analyst Institute shows just how effective:

- ▶ Each Working America canvasser gained **5 votes every night.**
- ▶ Our canvass increased net support for President Obama by **14.5 percent.**
- ▶ With smart modeling, we increase our contact rate and lower the cost per vote gained.

**“WE FOUND STRONG EVIDENCE THAT THIS WORKING AMERICA CANVASS PROGRAM WAS HIGHLY EFFECTIVE... THESE ARE THE LARGEST EFFECTS WE’VE SEEN...IN A PERSUASION CANVASS.”**  
—Jennifer Green, Analyst Institute

## BOOTS ON THE GROUND: WORKING AMERICA IN TEXAS

**Houston is home to Working America's newest office. Through a focus on issues that really matter to people—starting with health care—Working America is building a stronger labor movement in the heart of Texas.**



# CANVASSPLUS: MORE WAYS TO CONNECT

**CanvassPlus** allows us to have a sustained, two-way conversation with members anywhere across the country.

**EMAIL:** We have a fully modeled, 600,000-person list.

**SOCIAL NETWORKING:** We have more than 27,000 Facebook followers and more than 11,000 Twitter followers.

**ONLINE ADS:** 1.4 million people saw our online ads in 2012.

**MAIL:** We reached more than 200,000 people by mail in 2012.

**MOBILE:** More than 18,000 subscribers get our text message updates.

**TELE-TOWN HALL:** We contacted 92,000 targeted voters for tele-town halls about jobs, the economy and the election.

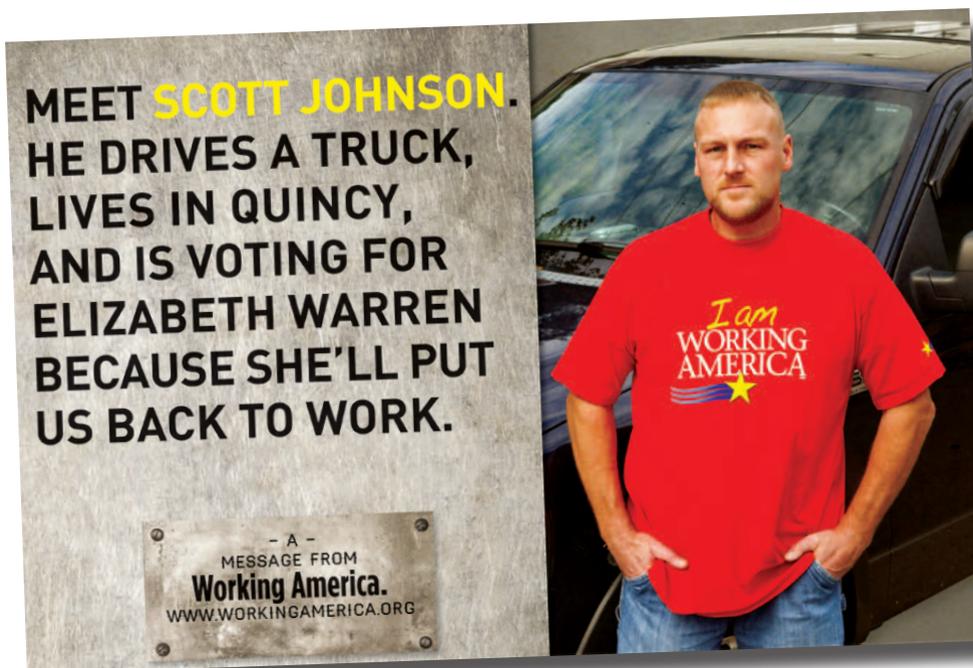
## A Ten Point Difference

In an election-night survey by Hart Research, we found CanvassPlus to be highly effective.

- ▶ Members we reached through CanvassPlus were **10 points more likely** to support President Obama than other members.

## How It Works: Massachusetts Senate Race

By combining our canvass with CanvassPlus, we made a big impact on the Massachusetts Senate race.



- ▶ Smart targeting of homes in Scott Brown's working-class strongholds
- ▶ Empowering local activists and spokespeople
- ▶ Nearly 150,000 direct mail pieces
- ▶ Email outreach

The result? In 8 of the towns we focused on, the vote flipped from Brown in 2010 to Warren in 2012.

*Working America member Scott Johnson played a big role in the Senate race and was featured in direct mail.*

# RAISING WAGES, PROTECTING JOBS AND COMMUNITIES

## State and Local Victories

Our work pays off. Along with labor and community partners, here's what we've achieved:

- ▶ Hundreds of thousands of good jobs saved
- ▶ Passed paid sick days in Portland, Oregon
- ▶ Protected school funding in Ohio
- ▶ Defeated the amusement park lobby to stop a five-week cut to the length of the school year in Ohio
- ▶ A raise for 40,000 minimum wage workers in Albuquerque, N.M.—on to the state of New Mexico, Minnesota and more
- ▶ Defeated 26 Minnesota legislators who forced a government shutdown
- ▶ Pushed governors to accept Medicaid expansion



*Working America members fought to raise Albuquerque's minimum wage in 2012.*

## Joseph's Story

Joseph, a waiter from Albuquerque, N.M., is one of the Working America members who's making a difference.

Joseph attended a state House committee hearing about the minimum wage. Although he wasn't planning to talk, Joseph listened as a restaurant industry lobbyist claimed restaurant workers made "enough money."

Outraged, Joseph knew he had to speak up. "I work in a restaurant," he said, "and I can't afford to buy a meal where I work."

Working America members like Joseph fought for—and passed—an increase in Albuquerque's minimum wage.

"Strength in numbers is the only way to make change," Joseph said. "I like to know that I'm contributing. I always believed in the labor movement, even though I don't have a union at work. Working America gave me the outlet, a way to get involved."

## UP NEXT

OUTSOURCING  
GOOD JOBS  
WORKERS RIGHTS  
TAX FAIRNESS  
CORPORATE ACCOUNTABILITY  
HEALTH CARE  
EDUCATION  
PAID LEAVE  
RETIREMENT SECURITY  
MINIMUM WAGE

# BAD DAY AT WORK? WE CAN HELP

## Working America on the Job

Here are some of the ways we're helping to build employee power:

- ▶ **FixMyJob.com**, our groundbreaking new website to help workers join with co-workers and tackle problems on the job
- ▶ **"Dear David,"** our workplace-advice column
- ▶ Campaigns for earned sick days, higher minimum wages and other workplace issues
- ▶ Building a community of interest among workers in the same industry
- ▶ Talking to people at their doors about where they work and what issues they face there
- ▶ Supporting unions' ongoing organizing drives with field, communications and data

**WE'VE ORGANIZED  
WORKERS IN THEIR  
COMMUNITIES.  
NOW WE'RE BUILDING  
COMMUNITY IN THE  
WORKPLACE,  
ENCOURAGING  
WORKERS TO  
ORGANIZE INTO  
TRADITIONAL UNIONS  
AND NEW FORMS OF  
REPRESENTATION.**



# WINNING ELECTIONS: MEMBERS + MESSAGE + METRICS

In 2012, Working America mobilized members to support President Barack Obama and key Senate candidates and to vote in state legislative, county and ballot races. We helped our endorsed candidate win in 70 percent of the races where we were active.

## Key Wins

**COLORADO:** Rep. Ed Perlmutter, Adams County Commission

**MASSACHUSETTS:** Elizabeth Warren for U.S. Senate

**MICHIGAN:** Gretchen Driskell for state House

**MINNESOTA:** New majorities in state House and Senate

**NEW MEXICO:** Martin Heinrich for U.S. Senate, Albuquerque minimum wage, key state legislative races

**MISSOURI:** Sen. Claire McCaskill

**OHIO:** Sen. Sherrod Brown, key state legislative races

**OREGON:** Secretary of State, key state legislative races

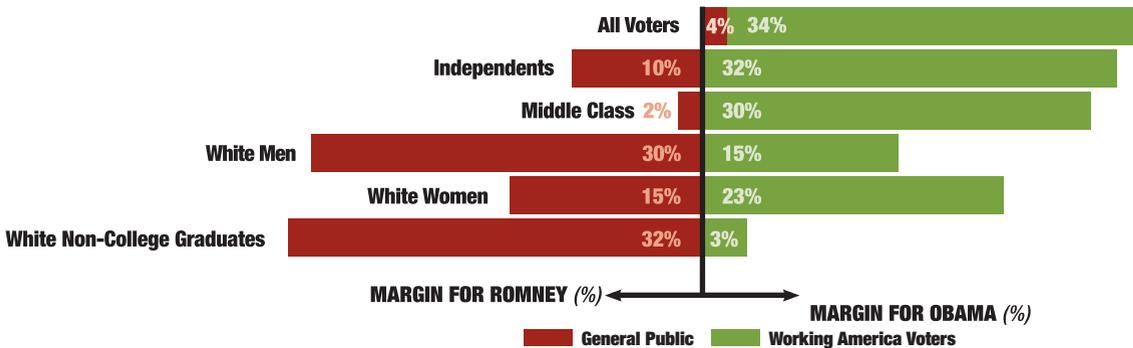
**PENNSYLVANIA:** Sen. Bob Casey, Matt Smith for state Senate

**VIRGINIA:** Tim Kaine for U.S. Senate

**WISCONSIN:** Tammy Baldwin for U.S. Senate

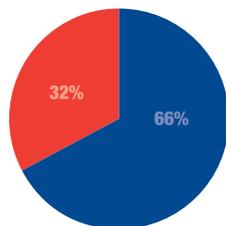
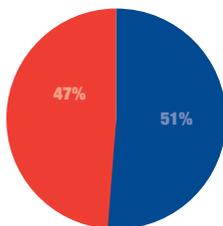
## 2012 Margin of Victory

General Public vs. Working America Members



Graphics source: AFL-CIO 2012 Post-Election Survey, Hart Research

## National Presidential Vote

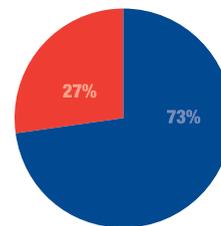


General Public

Working America Members

66% of Working America members voted for President Obama.

## National Senate Races



73% of Working America members voted for our endorsed Senate candidate.