

SEIU

Case Study

SEIU drives massive membership growth and significant legislative impact with Upland Mobile Commons.





INDUSTRY

Labor union

COMPANY

Service Employees
International Union (SEIU)
Washington DC

SEIU is a union of 2 million members and workers across healthcare, the public sector, and property services who fight for a just society where all workers are valued and all people are respected.

SEIU

Service Employees International Union (SEIU), a U.S. labor union representing more than 2 million members and workers, harnessed Upland Mobile Commons to expand their digital engagement strategy. Addressing their goals of growing their membership and empowering member-legislator communications, Mobile Commons fueled an impressive addition of 15,000 members in a year. Additionally, features like mConnect and mData enhanced legislative interactions, driving 27,000 calls and guiding voters to polling stations, crucially impacting the 2020 elections.



How do you transform passion into action, connecting union members directly with their legislators and polling places?

SEIU needed a way to connect with and empower their subscribers in the digital age.

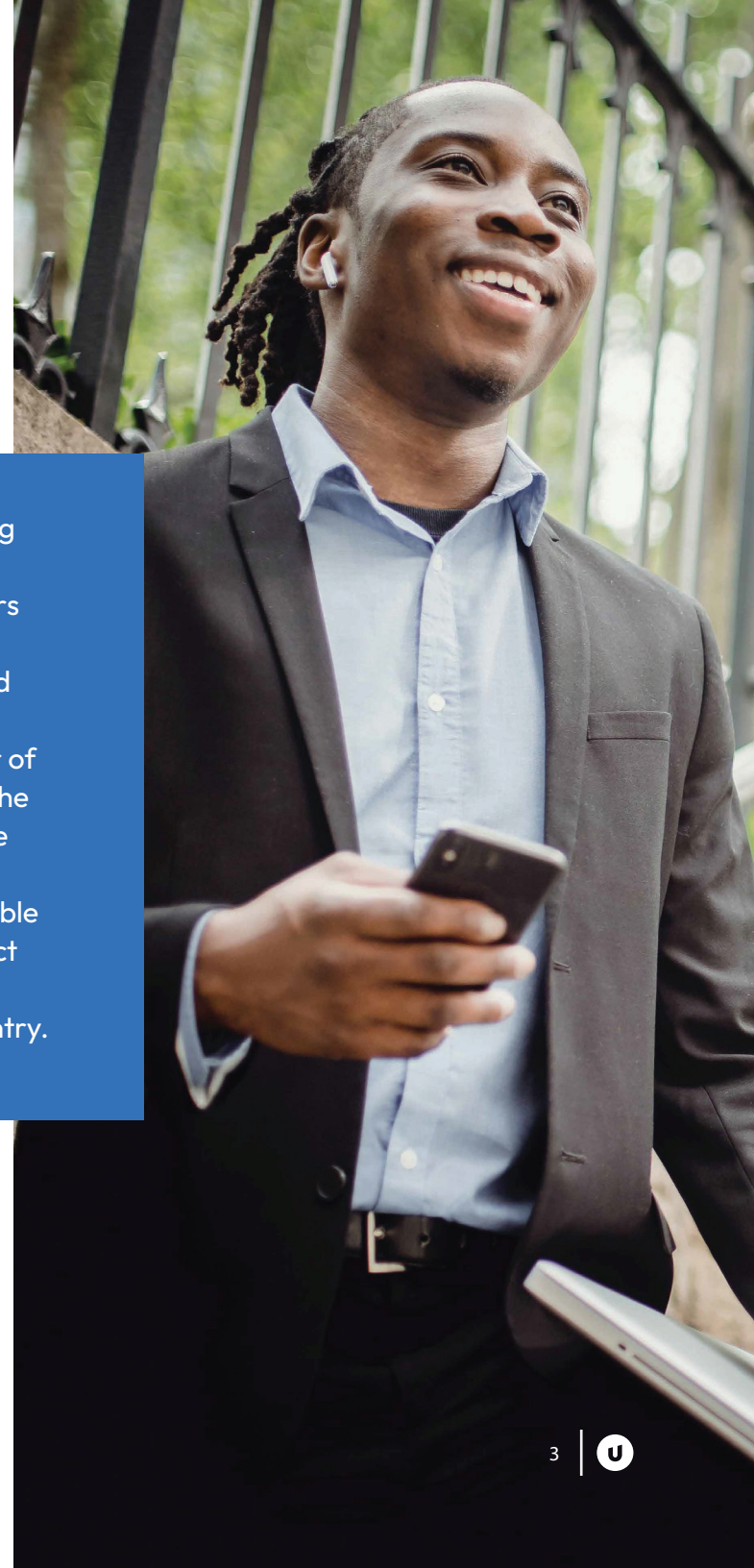
SEIU's vision is big, and they needed a solution just as grand. In an era where everything is going digital, SEIU needed to keep growing their subscriber list. They aimed for a seamless integration of webforms (think petitions and sign-ups) from websites, social media, and emails. The goal? Every new name and every fresh subscription are automatically synced to a platform and is welcomed into the SEIU family.

SEIU also wanted to empower its members to voice their concerns directly to local legislators and elected officials. Moreover, their 'boots-on-the-ground' approach to getting out the vote needed a technological ally. The mission? Simplify the voting process by seamlessly guiding members to their nearest polling locations.

The Mobile Commons team engages as a true strategic partner.

As a leader in labor union text messaging, the Mobile Commons team joined forces with SEIU to create detailed campaigns and plans. Our blend of technical gurus and experienced labor strategists rolled up their sleeves, setting up weekly strategy sessions to brainstorm fresh ideas, walk through the latest technology options, and answer questions along the way.

SEIU's success in growing their membership and mobilizing their members and workers to take political action, powered by Mobile Commons, reminds us of the power of mobile messaging and the potential it has to inspire real change. By utilizing technology, they were able to have a massive impact for their members and workers across the country.



SEIU harnesses Mobile Commons to create meaningful legislative change nationwide.

Expanding membership via targeted text messaging campaigns.

Over the first year working together, SEIU saw an impressive addition of 15,000 members, driven by Mobile Commons text messaging outreach. Every single one of these new members got their first taste of SEIU power with the latest news, campaigns, and union chatter via Mobile Commons. And to keep new members engaged, our platform ensured that new members received a steady drip of messages over the first month, keeping them connected and fired up.

Creating significant legislative impact with mConnect and mData.

SEIU also adopted two of Mobile Commons' game-changing features that drove massive success: mConnect and MData. mConnect, our auto-dialing feature, played a pivotal role in driving phone

calls on essential federal legislation like the PRO ACT and Build Back Better. Campaigns including 'Airport Workers United' and another championing the Build Back Better legislation drove 27,000 calls by union members who were sent a text message and then instantly connected with their legislators.

Utilizing mData, our polling locator tool, SEIU guided members and workers to their nearest polling location, ensuring they cast their votes for pro-union candidates. The results speak for themselves, with thousands interacting and facilitating the election of a pro-union Senate and Presidency in 2020.

Remarkable success in crucial swing states.

Unions like SEIU didn't just participate in the 2020 election; they carved a path to a pro-worker presidency! A strategic blend of on-ground

volunteers and tech-driven mobilization via Mobile Commons had SEIU dispatching almost 1,200 volunteers across the critical swing states of Pennsylvania, Arizona, and Nevada. This wasn't just a drive; it was a thunderous statement—marking the largest grassroots canvassing program in these states.

This union-driven, dual-faceted approach combined grassroots canvassing with

individuals whose views aligned with union values, even if they weren't union members themselves, leading to incredible results. In states like Nevada and Arizona, the number of these voters exceeded Biden's margin of victory. According to Pennsylvania's exit polls, canvassing working-class neighborhoods in that state made a tangible impact, propelling Biden towards victory.

Results for SEIU

15k
union members
added in one year.

1200
volunteers activated
across crucial swing states
in 2020 election.

27k
legislator calls
made by members prompted
by SMS campaigns.

Upland Mobile Commons helps organizations boost engagement, increase response rates, and drive supporter action in the moment through personalized text messaging campaigns built to support and grow progressive causes.