



Customer Story

AFSCME Used mCommons to Mobilize Hundreds of Activists to Successfully Defend Remote Work Policy



INDUSTRY

Labor Unions

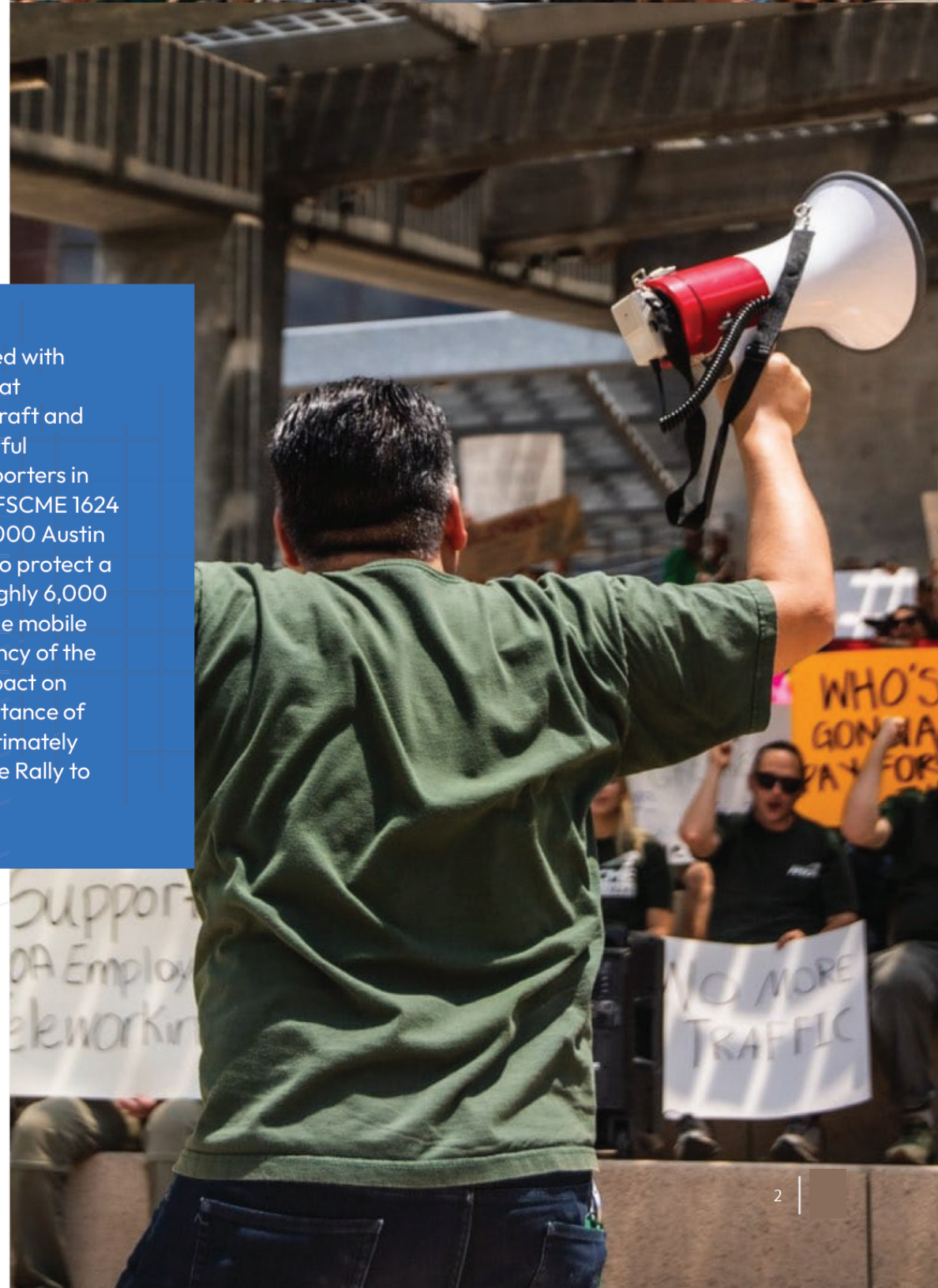
COMPANY

AFSCME Local 1624
Austin, TX
afscme.org

AFSCME Local 1624 is the Austin, Texas based local union of the American Federation of State, County and Municipal Employees (AFSCME). With members in occupations from nurses to law enforcement, social workers to sanitation workers – AFSCME advocates for fairness in the workplace, excellence in public services, and prosperity and opportunity for all workers.



AFSCME Local 1624 partnered with the mobile advocacy experts at mCommons to strategically craft and deliver compelling and powerful mobile messages to rally supporters in protecting worker's rights. AFSCME 1624 represents approximately 3,000 Austin city employees, and needed to protect a telework policy affecting roughly 6,000 employees across the city. The mobile campaign conveyed the urgency of the situation, emphasized the impact on members' lives and the importance of defending their rights, and ultimately drove a massive turnout at the Rally to Save Telework.



Driving a successful protest to defend worker's rights. How AFSCME Local 1624 achieved their most significant mobilization in the union's history.

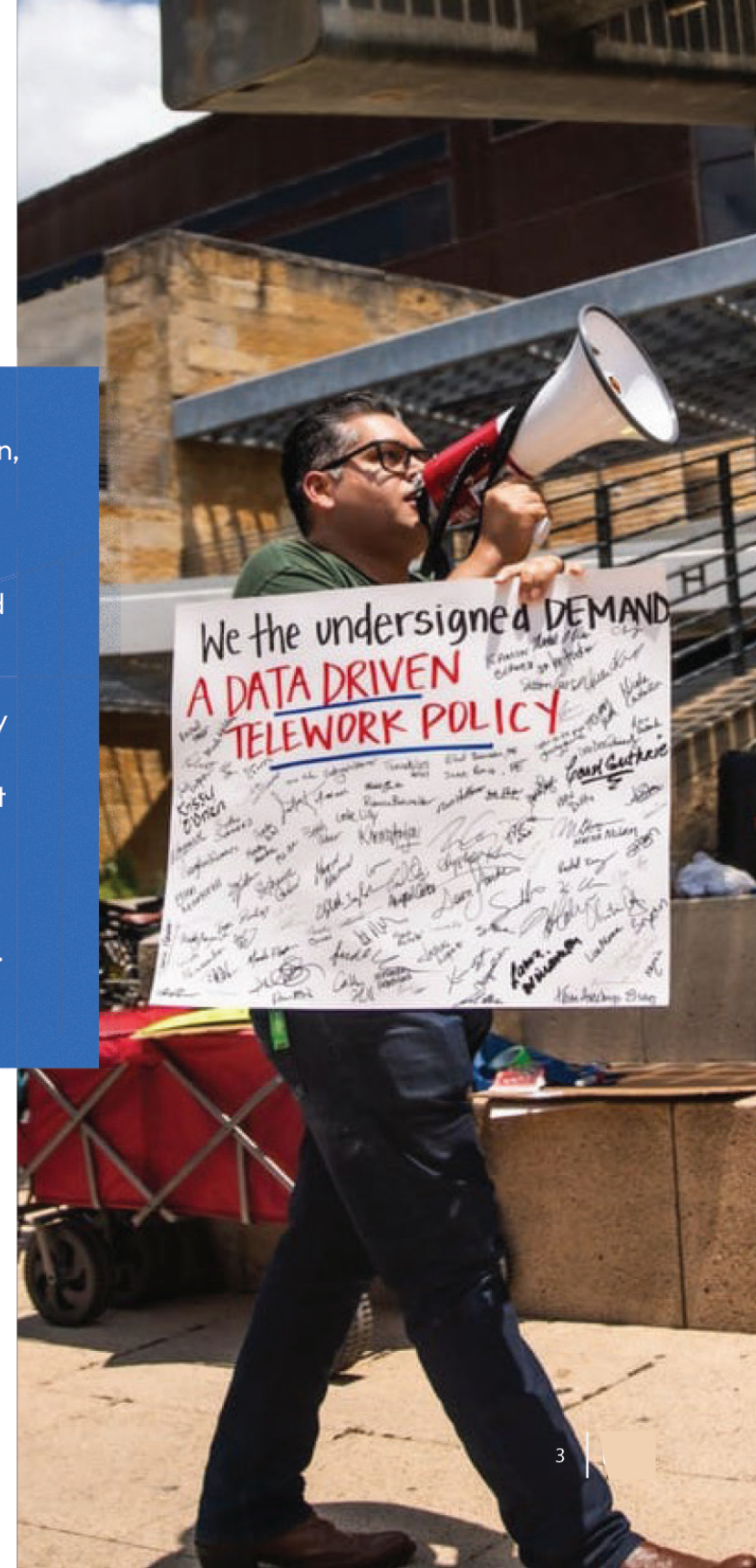
AFSCME urgently needed to protect their remote work policy

In an era dominated by technology, harnessing the power of mobile messaging has become crucial for effective communication and mobilization. Recently, we had the honor of witnessing a remarkable success story when the American Federation of State, County, and Municipal Employees (AFSCME) utilized our mobile messaging service, mCommons, to orchestrate one of the most significant mobilizations in the union's history. By partnering with our skilled mobile strategists, AFSCME's Austin, TX local union, AFSCME 1624, achieved an extraordinary feat, rallying over 200 passionate activists to City Hall in defense of their remote work policy. This policy impacted approximately 3,000 AFSCME members and roughly 6,000 Austin city employees and needed to be protected urgently. Today, we are thrilled to share the inspiring journey of Mando Flores and Krissy O'Brien, AFSCME organizers, who played a pivotal role in this triumphant event.

The Power of Mobile Messaging to Inspire Action

The world is rapidly embracing the convenience and ubiquity of mobile technology, and advocacy groups like AFSCME have recognized its potential for mobilization. mCommons, our cutting-edge mobile messaging platform, AFSCME found the perfect tool to amplify their voice and unite their community in a common cause. By working with our mobile strategists, they crafted a thoughtful and targeted messaging campaign that resonated with their audience, inspiring hundreds to take action.

The AFSCME mobilization, powered by mCommons, stands as a testament to the power of mobile messaging and the potential it holds for grassroots movements. By leveraging technology in their favor, AFSCME achieved one of the most significant mobilizations in their history, successfully defending their remote work policy.



Amplifying union organizer's influence through the power, speed, and reach of mobile messaging

Mobile Strategists and Union Organizers Partnering to Mobilize Supporters

As the pandemic reshaped the way we work, remote work policies became a focal point of discussion. For AFSCME, protecting the rights of their members to work remotely was of utmost importance. However, when the threat of removing this policy loomed, they knew they had to act swiftly. This is where Mobile Commons stepped in.

Mando Flores and Krissy O'Brien, two dedicated and passionate AFSCME organizers, worked closely with our mobile strategists to plan and execute a mobilization campaign that captured the attention of the public and decision-makers alike. Through a series of strategically crafted text messages, they conveyed the urgency of the situation, emphasizing the impact of the policy on their members' lives and the importance of defending their rights.

Activating Powerful Mobile Campaigns to Drive Record Support & Attendance

The mobilization campaign orchestrated by AFSCME and mCommons was nothing short of spectacular. As messages were sent out to AFSCME members and supporters, the response was overwhelming. Within hours, hundreds of activists pledged their commitment to join the protest at City Hall to safeguard the remote work policy.

On the day of the protest, the streets surrounding City Hall were filled with fervent AFSCME supporters, brandishing signs and chanting slogans in solidarity. The mobilization had an unprecedented turnout, far exceeding the expectations of both AFSCME organizers and mCommons. Social media buzzed with images and videos of the event, further amplifying the impact of their message beyond the physical demonstration.

Successfully Defending Their Remote Work Policy Through Member Mobilization

The AFSCME mobilization, powered by mCommons, stands as a testament to the power of mobile messaging and the potential it holds for grassroots movements. By leveraging technology in their favor, AFSCME achieved one of the most significant mobilizations in their history, successfully defending their remote work policy, which impacted the lives of approximately 6,000 Austin city employees.

As we move forward, mCommons remains committed to empowering advocacy groups like AFSCME, equipping them with the tools they need to make a lasting impact. By joining forces, we can continue to build a world where activism thrives, and the collective voices of communities are heard.

Results for AFSCME Local 1624

200+
attendees

came to the "Rally to Save Telework" in defense of the remote work policy- one of the greatest turnouts in AFSCME Local 1624 history

6,000

employees protected through AFSCME 1624's success in defending the City of Austin's remote work policy

mCommons 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

**Ready to discuss
your options?**

www.mobilecommons.com
email: hello@mobilecommons.com