**Email Collection Campaign & Surveying Membership**

Gathering non-agency email addresses

A few suggestions for doing this include:

* Check MyLocal to see if you can download the email addresses of members of your local who have already provided their personal email to AFGE.
* When holding lunch & learns pass around a sign in sheet and ask for members’ email addresses. Remind attendees throughout the event to sign in and include their personal email address so you can contact them in the future with information on union events and initiatives.
* Place an email address collection sheet visibly in your union office and remind people to add their email address to the sheet when they come in.
* Provide an incentive for folks who give their email address at Local hosted events. For instance, at a lunch & learn tell folks that everyone who provided their personal email address will be entered to win a gas card or other item.
* Send a mailing to your membership asking for their updated contact information, including a personal email address.
* Send out a notice through your agency systems asking for members to contact the Local office to update their contact information, to include a personal email address.

Surveying your members

To determine where to best target your efforts in disseminating and posting information, it is helpful to find out where your members would go to find out the information. Here are some ways to survey your membership:

* Send a postcard through the mail to each members asking through which channels would they like to receive union info. Provide a contact number or email address where folks can respond and keep track!
* Send out an email to members and track responses.
* Do desk drops with a printed survey and set up times to collect responses.
* Create an online survey via Survey Monkey, Google Drive or Facebook and push it out to your members. Choose a platform that you would be most comfortable with.
  + Info on sending a survey through Survey Monkey: <https://www.surveymonkey.com/mp/take-a-tour/?ut_source=header>
  + Google Drive (note: this requires a Gmail account): <http://www.google.com/drive/apps.html?usp=ad_search&gclid=CI2kyvCG6rsCFWQOOgodW30AnQ>

Sample survey language

Greetings AFGE Members!

Your union, AFGE Local XXXX, is conducting a survey on the best ways to reach our members. We understand that with balancing work and home lives it can be tough to keep up with the latest union news. We are here to work for you and we want to make sure that we are getting you the information that you need to know. Please take a minute to answer our survey and let us know the best way to get AFGE Local XXXX news to you. From the options below, what are the top 3 ways you would like to receive regular union updates?:

·         Email

·         Website

·         Facebook

·         Mailings

·         Newsletter

·         Desk Drop

·         General membership meetings

Communications tools

There are countless ways to distribute and post information for your members. Below are tools you can use to keep your membership informed. Depending on your resources you may already be using some of these tools. By conducting a survey of your members you can use that information to determine where to focus your efforts.

* Print
  + Flyers
  + Newsletter
  + Direct mail
* Digital
  + Email
  + Websites
  + Facebook
  + Twitter
  + Blog site
  + Photo sharing
  + Texting
  + Video Conference
* Face-to-face
  + Lunch and learns
  + General membership meetings
  + Union office hours
  + Social events
  + Community service projects

Getting the word out on where members can find union news

Often times we find folks may not be engaging with the union because they just don’t know where to look. If you find this to be the case with your members then try pushing out more notices on where folks can contact the local and get the latest updates. Select your most up-to-date platform and advertise its existence to your members. Some of the communications tools listed above are great ways to let folks know where they can find important union news.