



## Union Victories Through Relational Organizing

Relational Organizing is both groundbreaking and the oldest organizing method in the book--the simple yet powerful act of co-workers connecting with co-workers and their community members to create meaningful change in their communities. Exemplified by the civil rights movement, United Farm Workers movement, and other labor organizing efforts throughout the 20th century, and modern progressive electoral organizations who have only recently truly begun to measure its effectiveness in helping to influence outcomes. At this moment in 2021, labor has a historic opportunity with the conditions created by the pandemic to lead the way in building new bridges of support with electoral organizations and helping them learn the practice and importance of Relational Organizing.

Luckily, the evidence is self explanatory.

The Analyst Institute, an independent scientific political research organization, has shown Relational Organizing to be the most impactful organizing tactic, outperforming things such as going door to door, tv ads, phone calls, mail, and text messages.

Best of all, we can scale it to match the needs and size of any labor campaign or movement, making it an ideal tool for labor unions to strengthen their internal and external organizing, constituency group support, community coalitions, contract campaigns and more. This can be done through organizers and volunteers having real conversations about their work and their union, all tracked and managed through the Empower App.

Empower Project offers 501(c)(3), 501(c)(4) and labor organizations the Empower app and training at no cost, providing access to a tool that will keep your membership and supporters engaged throughout the year, not just during the election season.

**Our approach to Relational Organizing is 20% tech and 80% people**, because we understand the power of connections to make real, positive change.

Want to see for yourself? Email [mike@getempower.org](mailto:mike@getempower.org) and let's find time to connect.

