



A Union of Professionals

CAMPAIGN TOOLS

AFT Help Requests—You can use our AFT Help Request system to submit and track requests for help with AFT’s technology tools listed below. Go to <https://go.aft.org/helprequests> and your request(s) will be routed to the appropriate department and staff.

Action Builder—This is a new tool built for organizers on the go, putting needed information at their fingertips. From wall charts, to assessments, to engagement tracking, Action Builder is a powerful tool designed for workplace organizing, new unit/member organizing and leadership development. This tool can be used on any device and allows unions to track workplace conversations through an easy-to-use interface and database; lets organizers easily assign tasks to their activists; lets organizers customize the tool to how their organizing campaigns are structured and much more.

Action Network—This is a web-based mass emailing, advocacy and event program designed to help you build your email list, communicate with members and your community more intelligently and engage them more fully online and offline. Action Network now also includes text messaging, which you can utilize for an accessible and personal method to communicate.

You can engage, retain and increase your advocates:

- Mobilize your supporters (quickly and easily email your entire list of members);
- Gain new activists (members, families, neighbors, friends, associates);
- Build a pool of likely volunteers for rallies, phone banks and other offline activities;
- Sway decision-makers and target your message (send letters directly to elected officials); and
- Track your responses both by overall numbers and individual members.

Each affiliate has access to its own Action Network group. The AFT provides free online and telephone training for chapter managers, who will maintain the database and generate information and advocacy campaigns and communications. The initial training takes approximately one hour. Follow-up training and support are always available.

AFT Connect—AFT Connect is an easy-to-use, web-based database for tracking individuals, affiliates, external organizations and the relationships (both current and historical) between them. Features include:

- Online membership forms and eDues;
- Custom reports;
- Event, survey, assessment and schedule tools;
- Flexible and customizable lists, reports, filters and employment structures;
- User roles administered at the local level; and
- Integration with other solutions.

The **American Federation of Teachers** is a union of professionals that champions fairness; democracy; economic opportunity; and high-quality public education, healthcare and public services for our students, their families and our communities. We are committed to advancing these principles through community engagement, organizing, collective bargaining and political activism, and especially through the work our members do.

Randi Weingarten
PRESIDENT

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SECRETARY-TREASURER

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EXECUTIVE VICE PRESIDENT



AFT's Online Forms Console (OFC)—OFC lets you quickly and securely create online membership sign-up forms for either payroll deduction or eDues that will run on any internet-connected device. OFC's payroll deduction forms let you easily print PDF copies of sign-up forms that can be turned in to the employer. OFC's eDues forms will automatically process credit card or ACH payments and forward dues collected directly to your local's bank account.

Hustle—This is a peer-to-peer texting tool that enables personalized one-on-one conversations with members via text. It allows us to quickly reach tens of thousands of members in times of crisis (e.g., Hurricane Irma) or work with smaller groups over a longer period of time (e.g., identified social media activists).

Labor Action Network—LAN is the labor movement version of the Voter Action Network (VAN), the premier tool for voter contact. It's used for election work—everything from creating lists to implementing phone banks to cutting canvass turf—as well as legislative and issue campaigns to track conversations with members and the general public. It also provides access to a national voter file through our contract with Catalist, which enriches the data in the LAN with crucial voter and consumer data that we also use for our analytics work.

Mobilize—This is an event management and volunteer recruitment platform that allows you to create a virtual sign-up sheet or registration page for online actions, as well as scheduled and in-person events. It is comprehensive and intuitive, doing everything it can to ensure volunteers sign up, show up, bring volunteers, and come back. It boosts event attendance and saves staff time with automated “set it and forget it” nudges.

Stateweb—This platform provides every affiliate the opportunity for a free website. On Stateweb, affiliates can post member-only material about contracts and campaigns as well as share relevant content from aft.org or leadernet.org.

Video Story Capture Tool—This tool lets affiliates have members speak for themselves on relevant issues they face at work, by enabling them to record and upload videos that are 30-60 seconds long.

Zoom—The Zoom platform is an interactive, web-based, virtual meeting and conference tool. With Zoom, affiliates are able to host meetings, webinars and conferences. It is also a great tool for affiliates to capture information from attendees and members without having to go “door to door.” The AFT can issue a Zoom license to any affiliate that enables meetings up to 500 people and has limited-use licenses for even larger meetings and webinars.