



CASE STUDY

Unifor

UNIONS TEXTING

Unifor is Canada's largest private sector union with over 315,000 members working in every major sector across Canada. In April 2021, Unifor sought to check-in with their Ontario members around how they were doing during the pandemic. At the time, social distancing protocols were still in effect and in-person events and conferences were prohibited so Unifor reached out to Stratcom to see how they could connect with their members remotely. Unifor was looking to develop a member-to-member Text Check-In program to replace the casual conversations and relationship building that was abundant at in-person gatherings.

STEP 1: PROGRAM SET-UP

Stratcom proposed a texting campaign that focused on updating members on the numerous resources the union offered around pandemic relief. Stratcom developed and executed a comprehensive texting program, including scheduling/pacing, program set-up, scripting and training.

STEP 2: TRAINING

Unifor enlisted 10 of their member activists to be the texting agents, enabling member-to-member communication. Stratcom presented a virtual onboarding and training over Zoom that was tailored to their varying tech skill levels. The member activists were trained on Prompt.io, a Cloud-based texting platform used for the text campaign.

STEP 3: EXECUTION

Over the following two-week program, members were asked via text whether they were aware of the various resources Unifor offered, including financial assistance and mental health supports. If members were not aware, they were directed to a website to learn more.

STRATCOM



Stratcom is a delight to work with. Stratcom is always available to help bounce ideas around and creative enough to bring some of them to life. The team is not only patient, and considerate but on top of their game when it comes to project management and efficiency.

Josh Coles

Director of Member

Mobilization & Political Action



UNIFOR
theUnion | lesyndicat



THE RESULTS

In the midst of the pandemic, the union was very happy to connect and check-in with their members in a safe and remote way. Throughout the two-week program, over 48,000 messages were sent, and over 8,500 messages were received in response from members. Of the 5,269 members who replied, nearly half (2,245) had not initially known about Unifor's resources and were directed to a link to learn more.

Unifor was excited to share with over 2,200 of their members in Ontario the additional resources they could take advantage of – a result that may not have occurred as quickly or efficiently without the texting campaign. While the original texting program was limited to Unifor's Ontario membership, due to the success of the campaign, the client is considering a wider rollout of the campaign to the rest of their members across Canada.

