Dear AFL-CIO District Meeting Participant,

Thank you for attending the AFL-CIO District Meeting and taking part in the workshop session on membership engagement tools by the AFL-CIO’s Data, Analytics and Infrastructure Department.

Our department’s mission is to:

* Build and maintain the labor movement’s member engagement technology.
* Provide ongoing support, training and best practices for national, state and local organizations.
* Use data, analytics, and tools to help the labor and progressive movement run the strongest and most effective campaigns that it possibly can.
* Save money for the labor movement by creating and leveraging economies of scale.
* Collaborate with top labor practitioners through ongoing development roadmap teams established to build the best (and always evolving) membership engagement technology.

Our long-term strategy is to centralize member engagement technology and create a collaborative development process through affiliate working groups. The roadmap working group process allows affiliates to share best practices, drive ideas, solve problems and build new feature ideas together.

The AFL-CIO’s existing tools include:

* LAN (political action)
* Action Network (e-activist toolset)
* UnionHall (syndicated templated websites for locals)
* Working Families Toolkit (worksite and mail fliers)
* Digital form builder for membership renewal
* Digital Worker Organizing Tool (beta testing June—August with full launch in fall 2018. To get a demo of the tool, please email Chris Kenngott at ckenngott@aflcio.org )

Tools/concepts we want to assist with:

* eOrganizing Toolkit
* Consortium on other membership tools such as membership databases, dues, etc.
* Member Service Portal App

An overview of these tools, support and contacts can be found at [toolresources.aflcio.org](http://www.toolresources.aflcio.org/)

In addition to member engagement tools, we offer ongoing training and support. You can find trainings listed at [www.aflcio.org/training .](http://www.aflcio.org/training) Support questions can be sent to [digitialsupport@aflcio.org](mailto:digitialsupport@aflcio.org)   
  
In Solidarity,

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