



Consistent Communication With A Varied Audience

How DialMyCalls Helped A Labor Union Increase Member Participation And Engagement

The International Brotherhood of Electrical Workers is a big organization, and its leaders have a big job. Making sure that all 750,000 members are treated and paid fairly by their employers is a lot of responsibility.

To do well, the organization has to stay in consistent communication with all members. But with so many members, that takes a lot of time and resources.

Thankfully, IBEW president and assistant business manager Scott Thrower figured out just the thing that would help them communicate quickly, clearly, and consistently with everyone involved.

Who Is The International Brotherhood of Electrical Workers?

IBEW, or the International Brotherhood of Electrical Workers, is a labor union that helps its members bargain collectively with their employees over wages, benefits, and rights.

All of the organization's members are electrical workers, but in a variety of fields (including utilities, construction, telecommunications, broadcasting, manufacturing, railroads, and government. IBEW is one of the largest labor unions made up of skilled professionals.

Labor Intensive Methods For A Labor Union

For a long time, member communication was a huge undertaking for IBEW management.

"Most of it we'd done by newsletter ... and we would also call people 1 on 1 if we needed to talk to them about something. But most of our communication was done through printed newsletter. And then we moved up to email, which worked pretty well for some people. Email, newsletter, phone calls: all those are pretty labor intensive."

Scott Thrower,
IBEW President and Assistant Business Manager

Thrower alone could spend up to 20 hours a week calling members individually, and he wasn't the only one communicating. Overall, those in charge of calling members and printing newsletters were wasting a huge portion of their time on inefficient communication.

What's more, not everyone even read the newsletters or emails they sent. When they did, the senders had no way of knowing.

Thrower appreciates the ability to break contacts into groups and send messages just to those groups. He says that he uses about eighteen different groups, including those comprised of executive board members, officers, and people taking a specific class.

"Groups are really a fun and great thing to have," he explains.

Thrower also appreciates the ability to use a vanity number, instead of his own personal number, to make calls from.

Starting Out With DialMyCalls

Thrower recognized that emails, printed newsletters, and individual phone calls weren't going to cut it. Around the same time, he began to wonder how his kids' school district could make calls to every family in the district when announced a snow day or other district-wide issue.

"How are they calling 120,000 people in one night? So I did some research, and sort of came across DialMyCalls."

When Thrower realized he could make a single automated call that would reach every member at the same time, he knew that IBEW had a lot to gain from partnering with DialMyCalls.

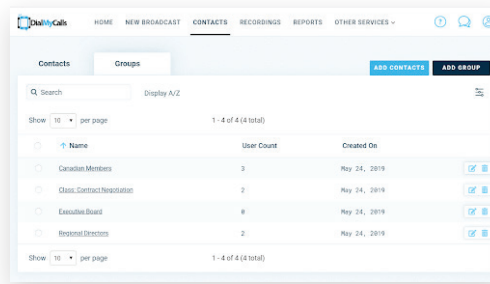
How Did Things Change With DialMyCalls?

"We kind of like to stay in touch with our members as much as possible."

Suddenly, with the help of DialMyCalls, this ideal became a much easier goal for IBEW.

"I started seeing an improvement in my time management."

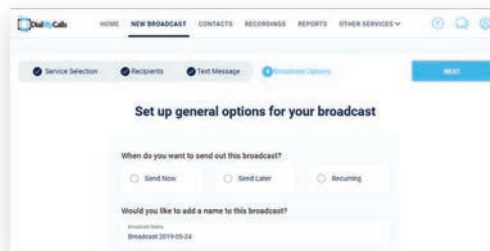
The twenty hours a week he'd been spending on communication became mere minutes. Soon, he became a pro at deciding which tools in the DialMyCalls toolbox were best for IBEW.



"I actually made a mistake one time and made a group-wide broadcast to 700 people, and I used my cell phone. And I had to cut my phone off, they kept calling and saying, 'Hey, I missed your call, what do you want?' and wouldn't listen to it. So I actually had to cut it off for almost half a day. And I learned that the vanity number, you know if they wanna leave a message they can leave a message back and get those. It costs a little extra . . . but it's well worth it."

"A lot of times I forget about it once I've scheduled it, but once you've scheduled it it goes out. And it's a really nifty thing, being able to schedule it ahead of time."

Scheduled messages mean that this communication can happen even if Thrower isn't in the office, making his hours more flexible and the communication more consistent.



The ability to schedule messages to be sent at a later time is also beneficial for Thrower and IBEW.

The improvement caused by DialMyCalls can be felt throughout all of IBEW, too. With the more consistent communication, members began to participate more at meetings and even attend more events than they had been previously. To Thrower, this alone would have made DialMyCalls worth it.

Better For Everyone

"It's really user friendly," Thrower says of DialMyCalls. And he doesn't just mean that the program makes his life easier—it's also easier for everyone he's communicating with.

DialMyCalls isn't only useful for labor unions like IBEW. Any organization that needs to communicate effectively with their members can benefit from such an easy-to-use and affordable system.

"I mean, we have a webpage and a Facebook page and a Twitter, but still, getting that message to their phone, whether it's a text or an actual voice call, is kind of hard to beat," Thrower explains.

He's right. Nothing beats instant, clear communication straight to anyone or everyone within your organization.

"One thing about DialMyCalls in communication today is, I deal with three generations of people: boomers, X-ers, and millennials. But one thing they all have in common is the phone. Some of them don't look at Facebook, some of them don't have an email, but they all have access to a phone, even if it's a home phone with an answering machine. So it gives you a medium to be able to talk across multiple generations."