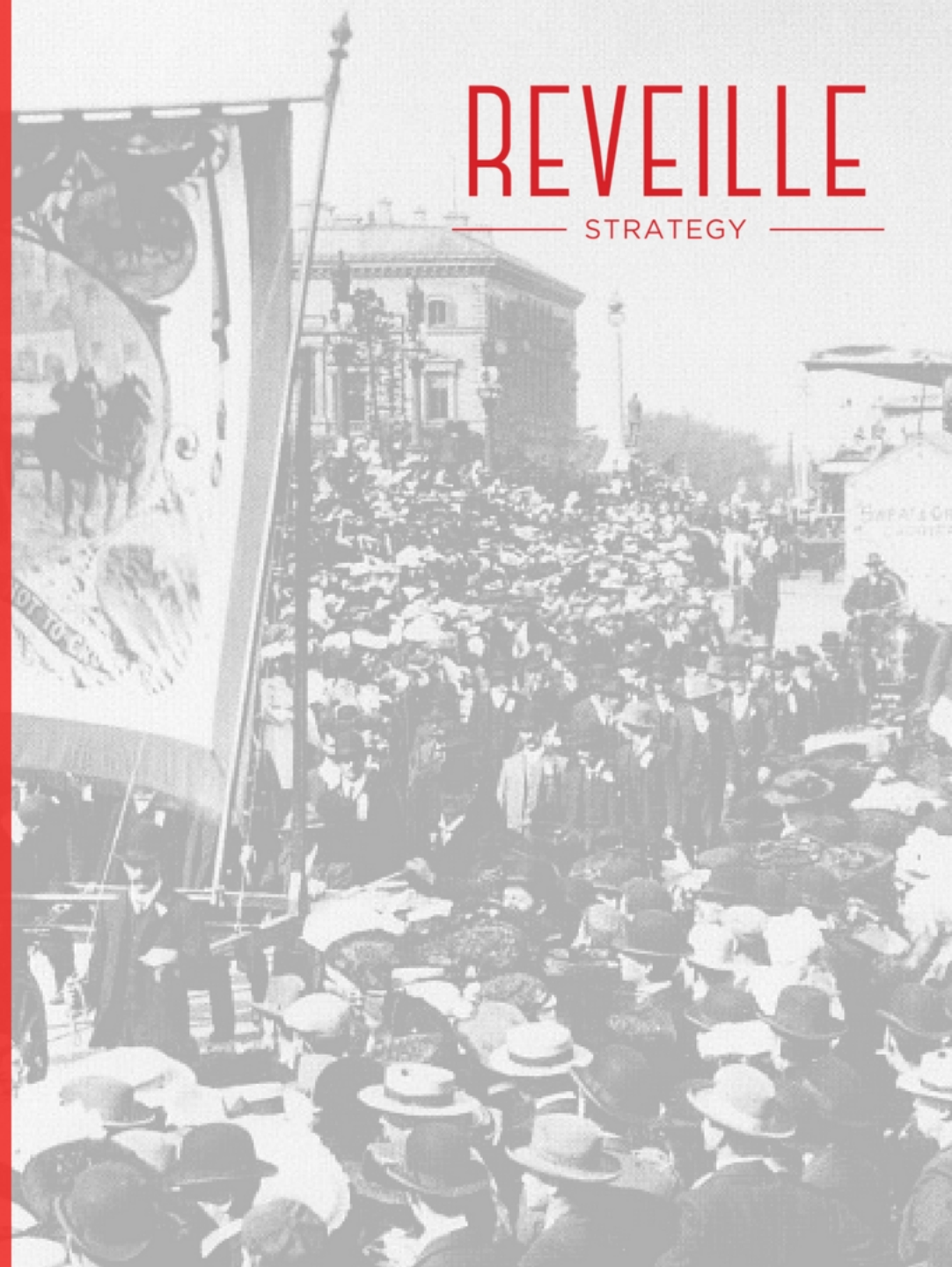


Online to offline organising – lessons from Australia and the US.

Tim Lyons

WWW.REVEILLE.ORG.AU

REVEILLE
— STRATEGY —





We help build new forms of power for workers and communities.

Formed in 2015, Reveille Strategy works with Unions and other membership organisations on strategy, public policy, governance, change, capacity building, technology, message design, campaigning and organising.

Reveille works with organisations that are committed to helping their members make transformative change in Australia.

The Directors of Reveille (Tim Lyons, Troy Burton and Kristyn Crossfield) have more than six decades of experience in Australia's unions as organisers, leaders, educators and strategists at local, national and peak council level.

Tim Lyons | E tim@reveille.org.au | P 0418 533 501
Troy Burton | E troy@reveille.org.au | P 0428 436 924
Kristyn Crossfield | E kristyn@reveille.org.au | P 0425 275 860

REVEILLE
— STRATEGY —

ISSUES:

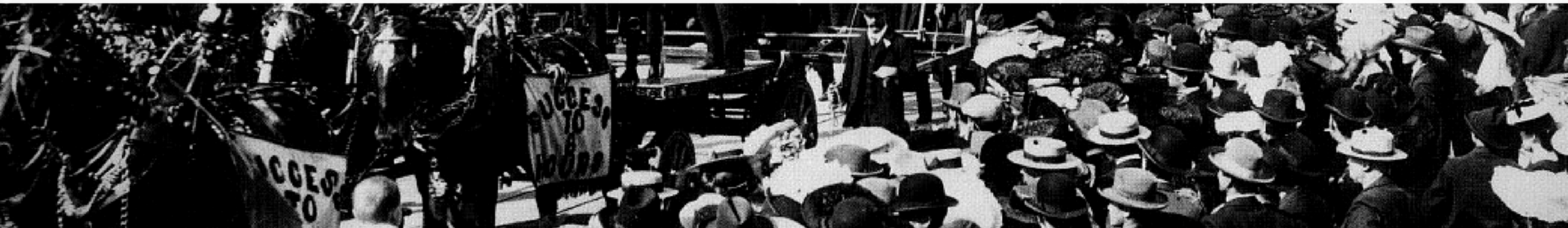
- The tension between single holistic platform, and key central CRM with best of breed add-ons.
- The tension between data integrity and usability vs flexibility and customisation.
- Adapting political tools - e.g. nation builder - to workplace or industry organising is hard.
- Adapting tools developed overseas to the local context can prove challenging.

KEY RISKS



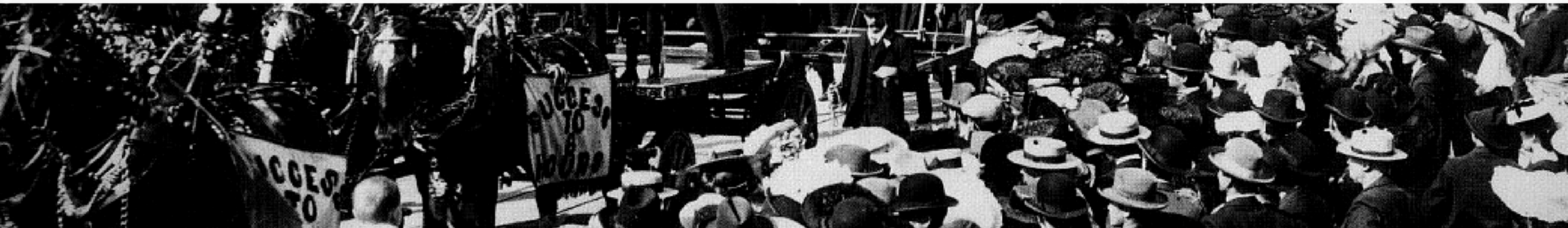
NT+OO=OEO

**New Technology + Old Organisation
=
Old Expensive Organisation**



THE TOOLS DRIVE OUR TACTICS.

- We do it because the tool is built to do it.
- We need to use tools for what they are good at and that we need them to do.



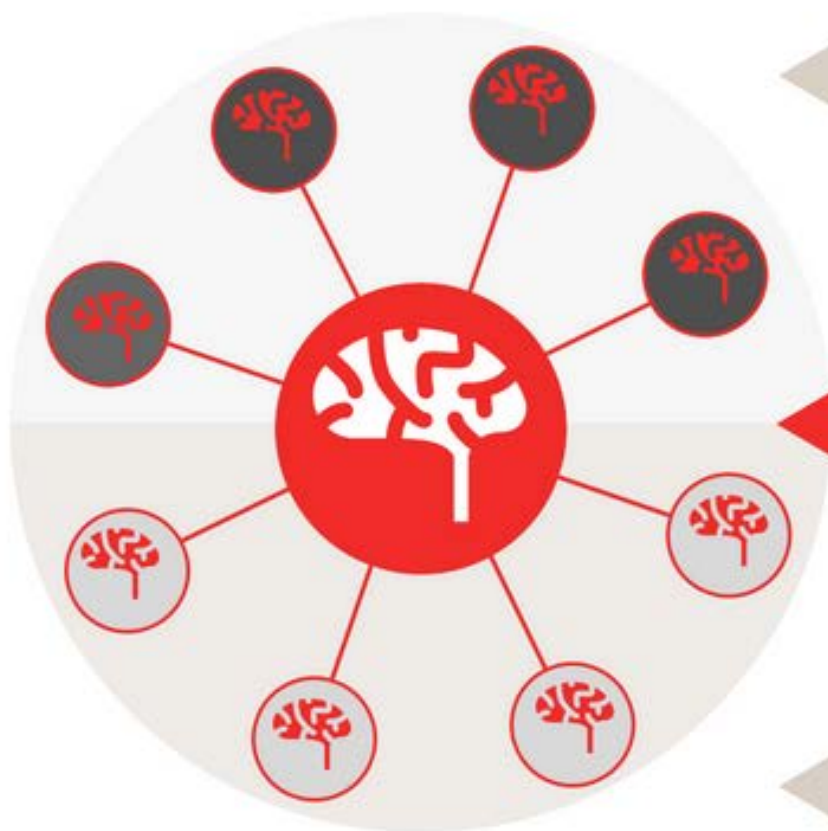
ONLINE TO OFFLINE WAR ROOM TRAINING

- 2 day training.
- Online to field organising.
- How to build an online infrastructure.
- Digital tools & analytics - what's available and how can you best use it.
- Put it into practice! Immersion in the Our Walmart campaign



IDEA

A WORKIT NETWORK



Union Specific Iterations of Workit

Generally paywalled for groups of existing organised workers. Uses the base knowledge of Workit, overlaid with union and agreement specific data. Integrates with union CRMs. "Premium" product.

TUC BRANDED WORKIT

The core of our network. Free iteration of the App that provides basic advice (selected based on analysing existing call centre data and / or information from key union clients).

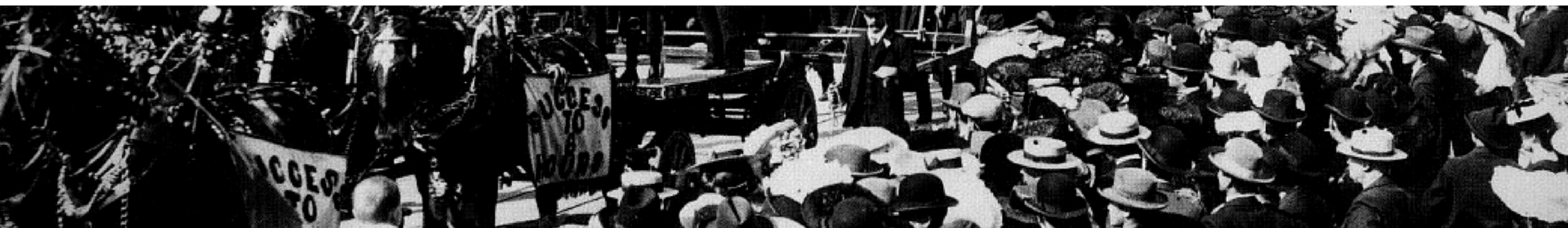
Greenfield & Experimental Projects

For unorganised workers. May be partially member paywalled. Uses the base knowledge of Workit with additional info added. For scale organising of new areas, for example hospitality or "gig economy" workers. Precinct iterations possible. "Basic" product.



IDEA

THE CRM OF THE FUTURE



UNIONS & CRMS.

- Expensive.
- Not built for us.
- Lack functionality we need.
- Has functionality we don't.
- Union needs are common globally.

Developing a CRM designed specifically for unions would enable partners and union clients to work together to determine future development needs as they arise.

CRM OF THE FUTURE

- Modular (interchangeable engines that can be easily swapped in / out)
- Scalable (seamlessly grows with your membership)
- Lightweight (due to modular design, the architecture is lean and efficient)
- Interchangeable (ETL and APIs used to exchange data)
- Development Cost: USD\$5-600K



REVEILLE

— STRATEGY —

QUESTIONS?