



List Work for Conversion



AMERICAN FEDERATION OF GOVERNMENT EMPLOYEES, AFL-CIO



When converting members to E-Dues—or building union power in any way—having an accurate and detailed list is essential.



Do your list work in Broadstripes, which updates daily to show who has converted to E-Dues. This list work forms the foundation of your conversion effort, helping you track progress, identify supporters, and build momentum for your campaign. Here's why a good list matters, how to use it effectively, and how to collect and refine information through list work.

Why a Good List is Important



1 Track Your Progress

Broadstripes updates E-Dues conversions daily. Tracking who still needs to convert is critical—it shows you where to focus your efforts. It also helps identify trends, such as which teams or locations are converting faster and where more outreach is needed.

2 Use Workplace Leaders and Influencers

Pay attention to coworkers who are trusted or respected. These individuals can be instrumental in convincing hesitant members to convert. Prioritize outreach to those who can influence others—leaders, well-connected coworkers, or activists. Engage influential workers from each shift, department, job role, and social group. Mark potential leaders on the list for future conversations about joining the organizing committee or taking on more responsibility.

3 Identify Weak Spots

Look for shifts, positions, departments, or job classifications where conversions are low, and focus special attention there. Consider deploying successful leaders from other areas to assist with outreach in these lagging zones.



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List Work with Leaders:

1 Start with the locations.

Sit down with activists, leaders, and local officers to map out departments, offices, and buildings. Identify where workers are located. This will help you assign turf and track your conversion effort.

2 Clarify remote/telework.

Determine which employees are working in person, who is remote, who is on telework, on fieldwork and their schedules. This informs your outreach strategy.

3 Identify potential leaders.

Note the names and locations of potential leaders or activists—those who can help with conversions and build the union.

4 Divide and assign turf.

Distribute the list of unconverted members among organizers or volunteers to ensure consistent follow-up. After the initial outreach, note who needs additional conversations, materials, or support.

5 Track Follow-up.

While Broadstripes will automatically track who converts, also note who has expressed interest but hasn't yet converted, and who may need further persuasion.



Working the List with Members:

1 Have meaningful conversations.

When asking someone to convert to E-Dues, start by asking what matters to them and what they hope to get from union involvement (e.g., job security). Ask them which coworkers they're close to and who they might be willing to talk to. The best person to talk to a member about our union is someone they know and trust.

2 Build engagement.

Ask each member to reach out to their trusted friends and colleagues, then follow up with them. Keep assigning tasks and following up, and build their engagement in the campaign and their ownership of both the effort and their union.