



## **FOR IMMEDIATE RELEASE**

### **Union Members Keep Politics Local With Member To Member Program**

Deforest, Wisconsin – 9/24 – In an election year where partisanship is at an all-time high, local union members are going back to Wisconsin's political roots – neighbors talking to neighbors.

Members from area unions took to the doors of Senate District 14 to discuss the upcoming November elections with other union members.

"People are tired of seeing endless ads of folks yelling at one another," said Dillon Gorman, member of IBEW Local 965. "Just having someone from the area show up at their door for some good old-fashioned conversation is such a breath of fresh air."

To ensure the conversations are true to the local union member's experience, before talking with their neighbors, union members met with candidates from the area to get their questions answered and understand their views.

"Local candidates are often harder to get to know because they don't have the same exposure that occurs in national races," said Nick Webber, a staff member for the Building Trades. "If our members are going to advocate for these local candidates to their neighbors, it's important to understand what they believe first, which is why we have time for folks to get to know each other before heading out into the community."

In a twist from traditional door knocking, the conversations that are taking place are a departure from the standard political campaign playbook, with union members talking to ALL members in the area vs. just a short list of those who the data deems favorable.

"We know Wisconsin is going to be decided by a razor-thin margin," said Michael Horecki, founder of Eau Claire-based political consulting firm Confluence Strategies and a former Communications Director for AFSCME Wisconsin. "Labor will be instrumental in a Democratic victory as a member's shared passion for their union can bridge even the most bitter partisan divides."

The event saw local members knocking the doors of 300+ neighbors.

For additional information – please contact:

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