



TCW STRATEGIES
BUILDING POWER THROUGH INNOVATION

TCW Strategies

Who we are, what we do.

TCW Strategies is a progressive, values-driven data analytics company founded by movement builders with 40+ years of real-world campaign experience.

Our technology services are designed with one goal: to help labor unions and progressive non-profits leverage their data to build power and advance their missions.

Labor unions and progressive non-profits are choosing TCW Strategies—here's why:

1 Client Success is Our *First Priority.*

Many tech companies provide data analysis services. We give you more than that. With TCW Strategies, you get cutting-edge data solutions *and* a team of experienced specialists to help you implement programs that make the most of your investment.

From day one, your organization's point person will collaborate with a team of TCW Strategies experts led by a dedicated Client Success professional.

Your Client Success team will work with you to overcome initial hurdles, refine your data-informed organizing operation over time, and maximize your outreach investment.

2 End-To-End Data Architecture.

Many of our clients come to us with their data living in multiple silos. It can be challenging even to get a good idea of what's going on or how to make improvements.

That's why the TCW Strategies data engineering team immediately gets to work on building out custom end-to-end data architecture for each of our clients.

This empowers our clients to make the most of our services, generating insights on everything from lists of likely activists to the best means of reaching them.

3 Technology Services That *Build Power.*

We know there is no one-size-fits-all approach to engagement or moving people to action. That's why we focus on delivering two innovative services that help our clients run the most effective campaigns possible.

Solidarity Score™. Knowing an audience's propensity to take a desired action is a major advantage for any campaign director. We utilize our machine learning technology and existing and new campaign data to develop and refine propensity scores to inform outreach efforts and strategy.

Messaging Impact Analysis. A proven, tech-centered solution to improve efficiency and deepen the impact of campaign messaging. We partner with our clients to run and analyze outreach campaigns to identify the messages, tactics, and platforms that are most effective.

Schedule a call with TCW Strategies today. Partner with us to harness your data, grow your organization, and build power.

