

Prioritize Your Outreach on Efforts That Actually Move the Needle

For labor unions and progressive non-profits, time and resources are in short supply. As a leader and decision-maker, you want to know that your outreach and organizing efforts are efficient and directed where they'll have the greatest impact.

Combing through lists and relying on cold calls to generate membership and engagement can only get you so far. Transforming your data into targeted, actionable insights is critical to reaching the right people with the right message.

A Cutting-Edge View of Your Audience's Propensity for Action



Boost Engagement Rates

Use your existing data to gain insights on which contacts are most likely to take action now and which need more nurturing, increasing short- and long-term participation and support for your cause.



Prioritize Outreach and Resources

Optimize your limited resources by focusing on high-propensity contacts, reducing wasted time and effort.



Enhance Campaign Effectiveness

Use predictive models to tailor your campaigns, targeting the right people with the right messages.



Drive Strategic Growth

Discover your biggest growth potentials and strategically plan your outreach to expand your base effectively.


Who we are, what we do

TCW Strategies

provides advanced data and tech-enabled services specifically designed to meet the unique needs of labor unions and progressive non-profits.

With over 75 years of combined experience in the labor movement and progressive campaigning, our team brings unparalleled expertise to help you streamline your data management, enhance operational efficiency, and achieve your organizational goals.



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Achieve Better Results with Your Outreach Efforts

Many tech companies provide data analysis services. At TCW Strategies, we provide essential data solutions and a dedicated team of specialists to help you overcome long-standing data challenges and implement more impactful programs. From the very beginning, your organization will work closely with our experts, guided by a dedicated client success professional, to maximize your investment and advance your mission.

Step 1: Data Aggregation and Model Building

TCW Strategies will aggregate data about every individual in your target universe. Using this data, we build custom predictive models to assess which contacts are most likely to take an action, like joining your organization or volunteering.

Step 2: Advanced Accessibility and Integration

Cut targeted lists and refine your engagement strategy using tailored dashboards. This ensures that your Solidarity Scores™ can be seamlessly integrated into your work, providing a robust foundation for data-driven audience targeting.

Step 3: Continuous Improvement and Strategic Planning

Our team will work closely with you to measure the effectiveness of your Solidarity Scores™ and continuously improve methodology to fit your unique use cases.

We Know What It Takes to Campaign at Scale



Customized Predictive Models for Precision

Using the latest innovations in machine learning and data management, our tailored predictive models accurately forecast engagement and action. This ensures that your outreach is precise and impactful, maximizing the efficiency of your efforts.



Seamless Integration and Scalable Solutions

Solidarity Score™ integrates smoothly with your existing systems, enhancing data utilization without disrupting workflows, and offers scalable solutions designed to grow with your organization for long-term value.



Expert Guidance and Continuous Improvement

Benefit from our team's extensive campaigning experience and personalized support, guiding you through data strategy implementation and continuously refining your strategies to stay effective and up-to-date.

