

Working America is the fastest growing organization for working people in the country today. We mobilize more than three million members 365 days a year to fight for good jobs and a just economy.

Working America talks to thousands of people every night—at their homes—about critical economic issues. We build relationships over time, providing real information and avenues for working people to take action.

The Wall Street Journal called us a “secret weapon” in 2008. But word’s getting out that we’re the organization for working-class people with a powerful ability to encourage our members to make their economic issues a priority.

Working America: Creating a Progressive Movement in America’s Heartland

- 3.2 million members in working-class neighborhoods in seven years;
- Representing and mobilizing half a million unemployed members;
- Two out of three people join Working America when contacted at their homes;
- Delivered 75,000 personal handwritten letters to key Congressional leaders on the need for health care reform;
- Will have 1.5 million conversations with people on the jobs crisis and unemployment in 2010.

Unapologetically Working Class

Working America talks to the heart of what conservatives see as their base, people like gun owners, social conservatives and suburbanites who are hard hit by the economy.

Working America connects working people with a progressive understanding of the economy. We provide the information that connects the dots, so Working America members come to understand that issues such as financial regulation, a green economy and immigration reform are in their interest.

Working America’s members don’t have a union on the job. But as members, they find that strength in numbers in their communities can change the debate on the economy.

WHO JOINS WORKING AMERICA

Our members are often not part of the progressive movement until they join Working America.

88% are white.

12% are people of color.

33% own guns.

33% are weekly churchgoers.

60% are moderate or conservative.

AFL-CIO Post-Election Survey, Peter D. Hart Research Associates.

Mobilizing “Kansas (What’s the Matter with)” and Ohio, Arkansas, Colorado...

We’re out there night after night combating the “Glenn Beck Effect.” He’s on TV; we’re on doorsteps, setting the record straight. Working people get that the economy is slanted toward corporations and the very wealthy, but when FOX is the only one talking, it’s easy to get the wrong impression. Our work counters the Glenn Beck Effect by engaging people in personal conversations about the economic issues that matter to them.

And we’re not talking small potatoes. Working America operates on a mass scale to build a long-term movement that’s about prioritizing economic issues and strengthening engagement in issues and elections.

The Working America agenda starts with jobs, health care and unemployment and includes creating a green economy, regulating Wall Street and passing immigration reform that helps all workers.

Getting Out the Working Family Vote

In 2008, Working America knocked on more than three million doors and spoke to 1.8 million people. Our work produces results. Obama carried independents by 8 points and moderates by 21 points, but among Working America members who are independents, he won by 26 points, and among members who are moderates, he won by 49 points: an 18–28 point advantage.

And in 2010, Working America members have been in neighborhoods across the country, working to elect candidates who stand with working people on kitchen-table economics.