High Impact eAdvocacy

Using Online Tools Sustainably

Training Facilitators

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ASPIRATION

First Things

▶ Introductions: Who are you?

▶ Our Goals

- Discuss essential processes for sustainable eAdvocacy
- Go away with usable tools to facilitate online community building at your organization
- Most importantly, answer your questions

ASPIRATION

Who is Aspiration?

► We work with stakeholders across the nonprofit software supply chain:

- We advise NGO technology decision makers on how to employ tech sustainably and affordably
- We advise vendors and developers on how and what to build for NGO users
- We advise grantmakers on technology strategies

ASPIRATION

Who is Aspiration?

▶ Most importantly, we support & advise

- **Nonprofit and Foundation Staff**
  on how to apply technology

- **On Their Terms**
  to

- **Achieve Impact**
  in their

- **Program, Mission, and Social Justice Work** :^)

ASPIRATION

First Things

▶This training is envisioned as a dialog

- We want your input as much as possible

▶Please ask questions early and often

- Especially if and when we use technical jargon, terminology and concepts you don't know

▶It will only be as valuable for you as you make it!

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Caveats of Online Tools

▶ Can take a lot of time

  ▪ Time = Money

▶ Big corporations who want your data

  ▪ You are the product
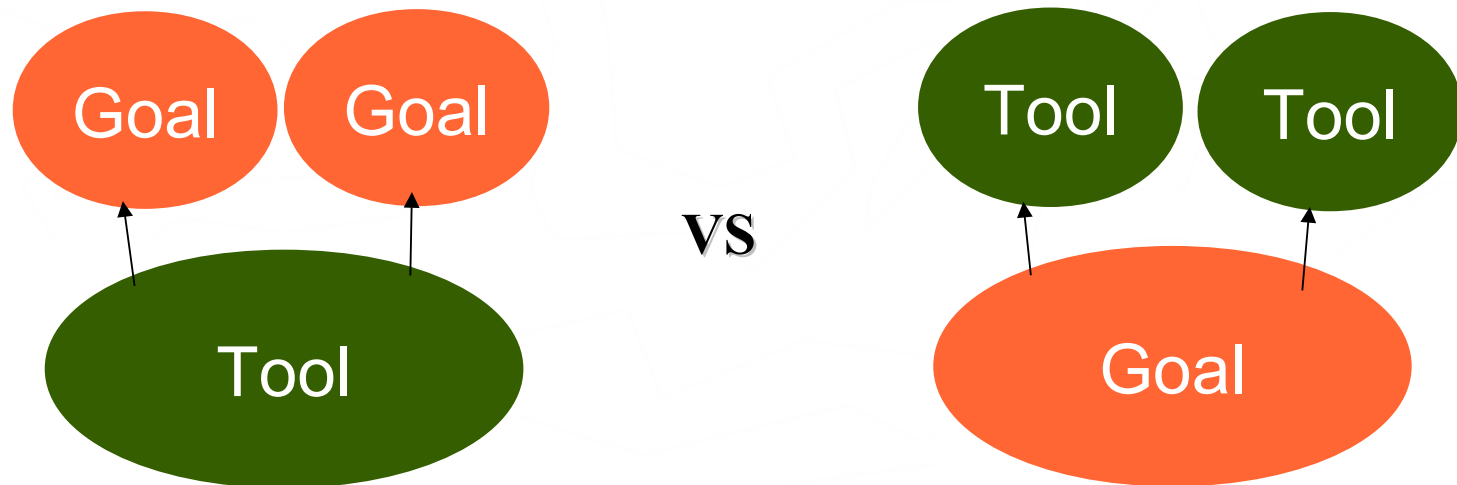
▶ There are billion of tools

  ▪ Which ones do we need?

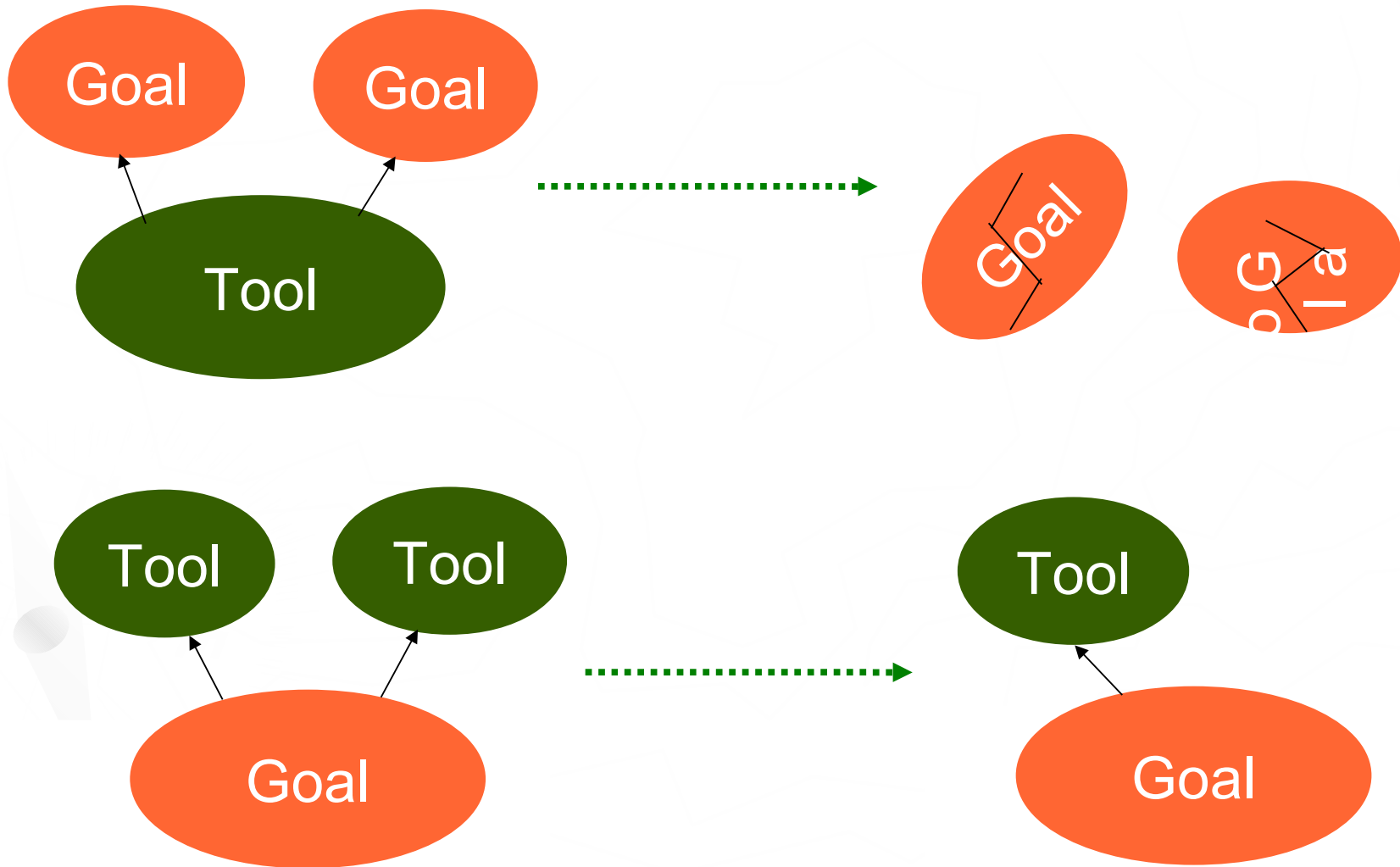▶ Tools change EVERY. SINGLE. DAY.

  ▪ How can we keep up?

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What are your goals?

► Measurable

► What does success look like?

► Tool-Agnostic

  ▪ Make sure your communications plan stays in tact when the tool you are using fails you

Goal   Goal

Tool

vs

Tool   Tool

Goal

Tool Agnostic?

Example Goal

Goal	Measurability	What does success look like?	Tools
Increase new member attendance to annual event through online efforts	Compare this year's attendance to last year's Have a "How'd You Hear" place on registration	10% increase in attendance from last year	Email Blast Texting Facebook

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Limitations of Online Organizing

- ▶ Digital divides
  - ▪ Never forget who is left out by "e" strategies
- ▶ Trust relationships are best built in person
  - ▪ Online organizing is most effective when it leverages established social networks and communities
- ▶ Each community and campaign is different
  - ▪ Your mileage will vary

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Bottom Line

▶ Online tools aren't a magic bullet

▶ You need:

- An measurable goal

- A compelling message

- Effective tactics to realize your goal

- A plan for engaging supporters and well-defined ways for them to plug in

▶ eAdvocacy is more about organizing and organizational challenges than tech challenges

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Aspiration's eAdvocacy Initiative

▶ Goal: Organizational self-sufficiency online

▶ eAdvocacy Capacity-Building Trainings

▶ Monthly Online and Live Seminars

  ▪ Best practices for online communications and technology strategies

▶ SocialSourceCommons.org

  ▪ Inventory of available tools

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4 Processes for Sustainability

▶ Goals & Audience Assessment

▪ Do you really know who you're talking to?

▶ Publishing Matrix

▪ Do you have a model for when to use what tool?

▶ Message Calendaring

▪ Is all online messaging on a unified calendar?

▶ Tracking & Listening

▪ Which techniques are working?

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End Of Section

▶ Questions?

▶ Comments?

Thank You!