

High Impact eAdvocacy

Using Online Tools Sustainably

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Our Goals

- ▶ Discuss essential processes for sustainable online communications
- ▶ Go away with a usable process to facilitate online community-building at your organization
- ▶ Most importantly, answer your questions

Introductions

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Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Mentoring Program
 - cohort model for peer-based capacity gain
 - On-demand trainings, calls, support
- ▶ Social Source Commons Blog
 - Best practices for online communications

First Things

- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!

What is Social Media Today?

- ▶ Conversations with people online
 - *Social* media
- ▶ Made for people, not organizations
 - It's not going to work perfectly
- ▶ Not your virtual megaphone



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?

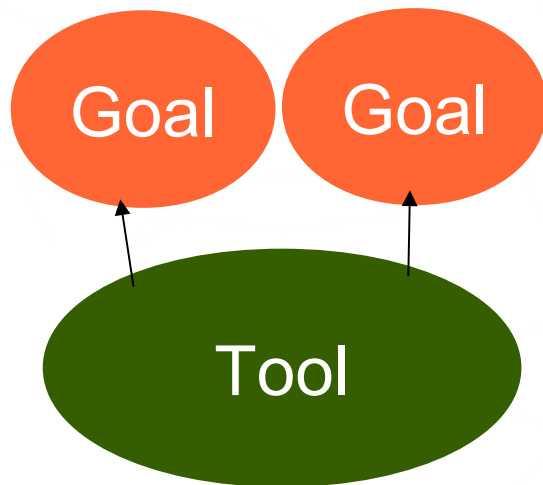
- ▶ Tools change EVERY. SINGLE. DAY.

- How can we keep up?

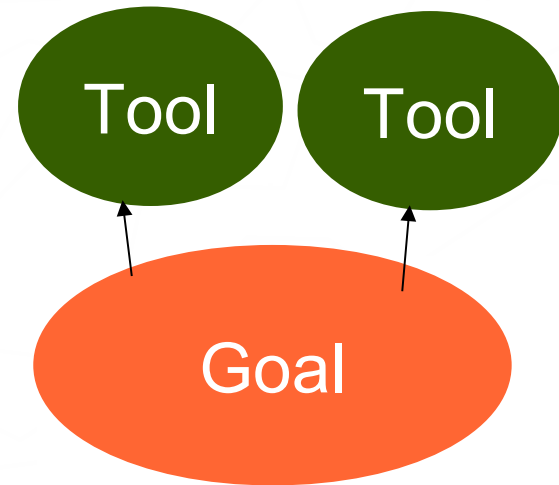


What are your goals?

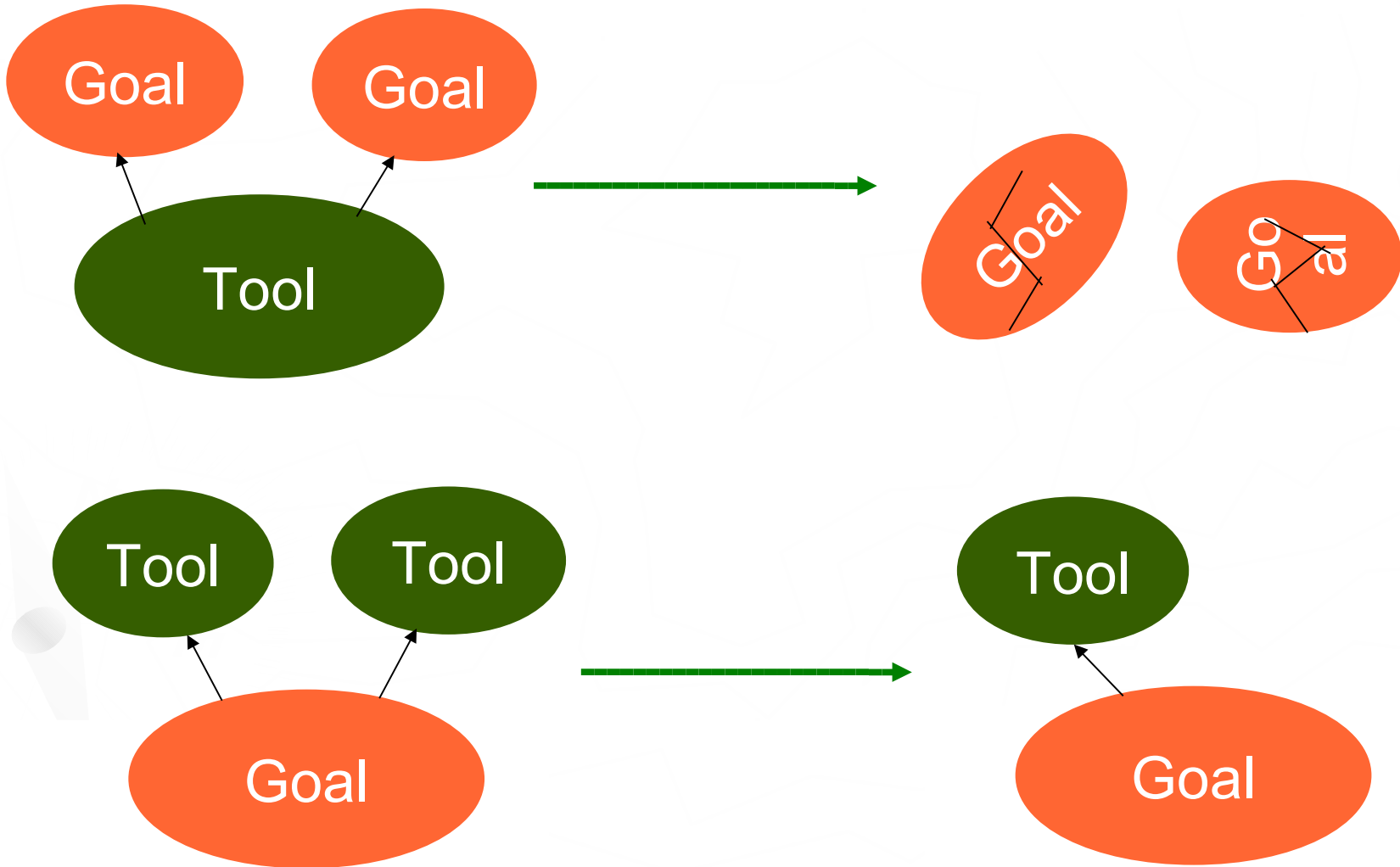
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example Goal

Goal	Measurability	What does success look like?	Tools
Increase attendees at "awareness action" through online efforts	Compare this year's attendance to last year's	10% increase in attendance from last year	Email Blast Texting Facebook
Increase # of members at regular meetings and in leadership positions	Compare meeting attendance Compare % of new people in positions	Double meeting attendance & engage 10 new people in positions	Email Blast Texting Facebook Twitter Surveys Individual Emails

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

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

4 Processes for High Impact eAdvocacy

- ▶ 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?

End Of Section

- ▶ Questions?
- ▶ Comments?



Thank You!

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