High Impact eAdvocacy Overview

These training materials have been prepared by Aspiration in partnership with Radical Designs

Funded by the ZeroDivide Foundation and California Consumer Protection Foundation

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Training Facilitator

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First Things

- ► Introductions: Who are you?
- ► Our Goals
 - Offer a basic overview on selected topics in online campaigning and new technologies
 - Discuss essential processes for sustainable eAdvocacy
 - Most importantly, answer your questions









Goals

- ► What Are Your Goals?
 - ► Measurable
 - ▶ What does success look like?
 - ► Tool Agnostic
 - ► Make sure that your communications plan stays intact when the tool that you're using fails you

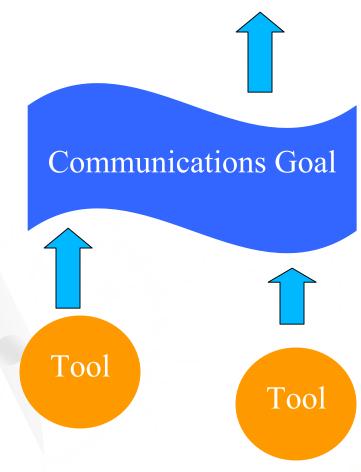


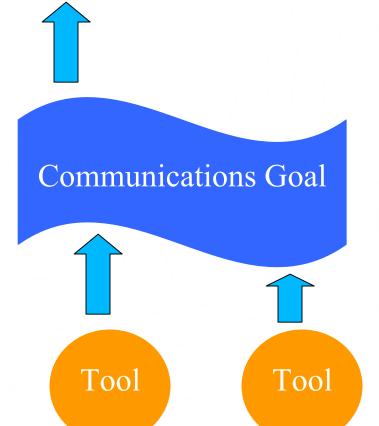






Programmatic Goal





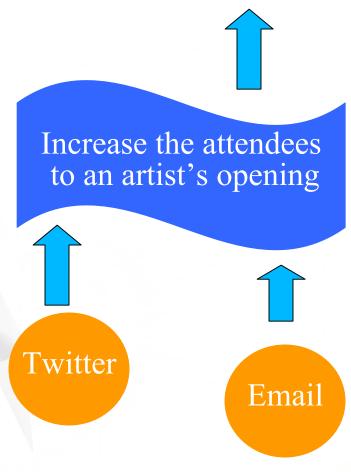








Draw attention to emerging artists













First Things

- ▶ This training is envisioned as a dialog
 - We invite you to ask questions early and often
- ► 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!









Limitations of Online Organizing

- Digital divides
 - Never forget who's 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 achievable campaign goal
 - A compelling message
 - Effective tactics to realize 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









Aspiration's e-Capacity Initiative

- ► Goal: Organizational self-sufficiency online
- eAdvocacy Mentoring Program
 - Cohort model for peer-based capacity gain
 - On-demand trainings, calls, support
- ► Answr.net
 - Best practices for online communications
- SocialSourceCommons.org
 - Inventory of available tools









End Of Section

- ► Questions?
- **►** Comments?

Thank You!

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