

High Impact eAdvocacy

Overview

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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

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!

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

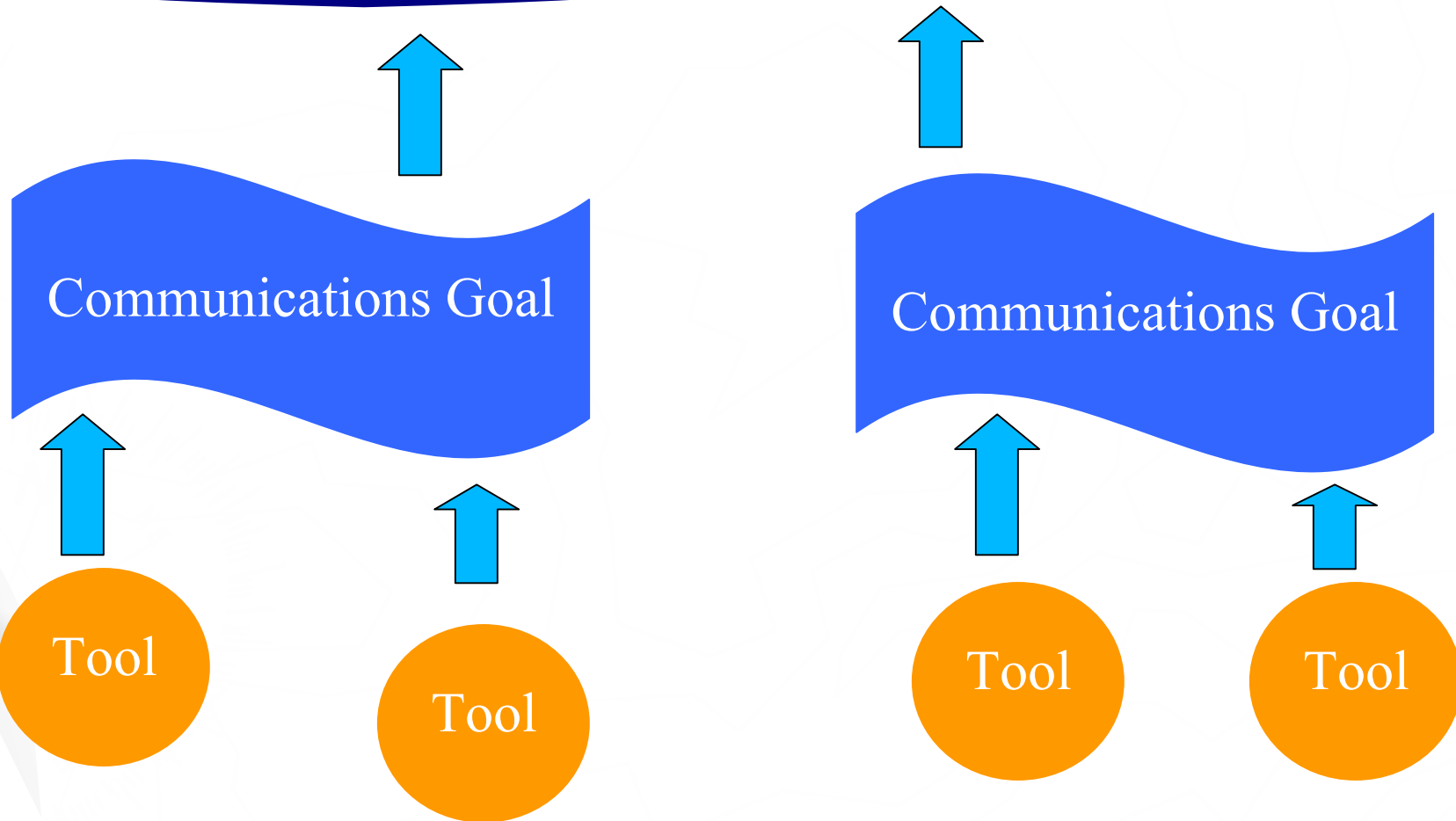
Aspiration's Central Valley eAdvocacy

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Capacity-Building Trainings
- ▶ Email Discussion List
- ▶ Central Valley "Office Hours"
- ▶ Answer.net
 - Best practices for online communications
- ▶ SocialSourceCommons.org
 - Inventory of available tools
- ▶ Next Steps?

Let's Talk About 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 local youth artists

Increase the attendees
to an artist's opening

Twitter

Email

Increase the visits to an
artist's website

Facebook

Blog

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Activity:

What are your measurable communications goals?

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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