High Impact eAdvocacy

Overview

Training Facilitators

► Matt Garcia
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► Misty Avila
  - eAdvocacy Program Coordinator
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► www.aspirationtech.org/training/eadvocacy

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First Things

► Introductions: Who are you?

► Our Goals

- Use the "Listening Tour" feedback you gave us to inform this first training of the series

- Get a handle on different online communications channels and how they compare to one another

- Give you a larger framework in which to understand how these tools should be used

- Most importantly, answer your questions

► What Are Your Goals?

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!

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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

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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

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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
- ► CA Discuss email list

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End Of Section

▶ Questions? Comments?

▶ Let's do an interactive!

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Help From Aspiration

- Central Valley Announcement List

- CA-Discuss Email List

- Answr.net

- Email:
  - matt@aspirationtech.org
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