High Impact eAdvocacy

Spectrums of Engagement

These materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlik









Target Audience



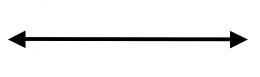


Blogging

Email

Web Site

Know you; want constant information and details about your work.



Potential supporters,
learning about
your work
and organization







Tone and Voice





Blogging

Email

Web Site

First person singular "I"

Informal and fun

First person plural or third person "We" or "The org"







Frequency of Message



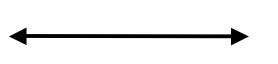


Blogging

Email

Web Site

Frequent – can be daily or more often



Less frequent - Weekly to monthly







Matching Tools to Message





Blogging

Email

Web Site

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks



Planned messaging, measured narrative Urgent alerts, Intentional asks







Control of Message and Brand



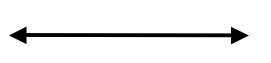


Blogging

Email

Web Site

Shared with Audience



"Traditional" org control







Time/Labor Investment



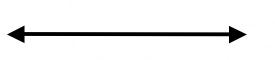


Blogging

Email

Web Site

Substantial, tending towards 24/7



Manageable, based on past patterns







That's All!

- ► Questions?
- **►**Comments?

Thank You!

These materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlik







