High Impact eAdvocacy

Calendaring Campaigns

These training materials have been prepared by Aspiration and Radical Designs

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Learning Goals

▶ Define Campaign Calendar

▶ Discuss Calendar Process

▶ Understand the need to adapt schedule

▶ Review a sample campaign calendar

▶ Learn pre-send and post-send time lines

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Campaign Calendar

- ▶ "Campaign Calendar"
  - A scheduled set of dates with planned email messages, online actions and other engagements that you maintain across a campaign
- ▶ Calendars allow you to
  - Sustain consistent messaging
  - Coordinate internal processes and projects
  - Avoid list fatigue

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Why Calendar?

► Keeps a consistent presence in your contacts' inboxes (you don't want to appear once a year)

► Ensure that programs and campaigns are messaged and not forgotten

► Construct a single email with multiple people providing content

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Calendaring Process

▶ Define the role that internet will play in your messaging and mobilization strategies

▶ Characterize your online campaign calendar as a story that spans your timeline:

- ▪ "*We'll do general education 3 months out, get supporters focused with online actions 2 months out, then pump up email delivery frequency in the 4 weeks leading up to mobilization date*"

▶ Know your message arc

- ▪ How are you educating and moving your base towards action?

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Example of a Message Arc

▶ A new law is on the ballot and it's horrible! Sign our petition!

▶ Look at all these signatures we've received! Help us email our lawmakers!

▶ The vote is tomorrow! Come and show your opposition!

▶ We won! The law didn't pass! Help us continue this important work by donating!

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Calendaring Process

▶ Message calendering is the art of scheduling the known together with the unknown

- Create initial calendar, then evolve over time

▶ Establish a pace

- How often will you hit your list?

▶ When will you escalate delivery rate?

- Lead-up and follow-up around events

- When is the finish line? Is there one?

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Calendar Process

▶ Who manages the calendar?

- What is the role and responsibilities?
- Are they empowered to resolve the following…

▶ What is the process for

- Adding messages to the calendar?
- Resolving conflicts - what gets bumped?
- Balancing campaign goals with list fatigue?
- Storing and tracking calendar milestones?

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Building the Calendar

▶ Identify known events and milestones

  ▪ What are fixed dates you know you'll message?

▶ Slot in support content to complement pace

  ▪ These message dates are subject to change

▶ Identify list segments for "micro-targeting"

  ▪ Messages to segments impact larger calendar

▶ Evolve the calendar as campaign develops

  ▪ Remain flexible, adapt to feedback & results

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	January				February	
Important Dates						
Email Template Areas						
Subject Line						
Engagement Ask						
Main Content Part 1						
Main Content Part 2						
Main Content Part 3						
Sidebar 1						
Sidebar 2						

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BETTER TOOLS FOR A BETTER WORLD

	January					February
Important Dates	5th – Quarterly Newsletter			20th – Party Reminder	11th – Party Last Chance	12th – Annual Member Party
Website	5th – Update "Newsletters"					
Email	5th – Send Newsletter			20th – Send Party Reminder	11th – Send Party Reminder	
Facebook		6th – Post newsletter to Facebook				
Twitter			7th – Tweet Newsletter	20th – Tweet Party Reminder	11th – Tweet Party Reminder	12th – Live Tweet Party
Blog						

Evolving the Calendar

▶ You can't know the future when you calendar

- Your calendar must be adaptable

▶ Be ready to respond to:

- New developments in campaign
- Shift in organizational priorities
- Current events: tie breaking news to campaign

▶ Calendar changes must be transparent

- All stakeholders need to know what and why

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"Support" Content

▶ Support content is used for messaging during "down times" or lulls in the campaign

▶ Education pieces

- About your issue, your target(s), your other work

▶ Donation appeals

▶ Non-tactical online engagements

- Sign a petition, take a survey, spread the word

▶ Shout-outs for allies and related causes

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Engagement Cycles

▶ When people engage online, reciprocate with an online engagement cycle

- Your engagement should map to their activity

▶ Possible cycles include:

- Online Take-Action cycle

- Email Sign-On cycle

- Donation cycle

- Day-of-Action Event Host and Participant cycles

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Engagement Cycles

The Last Closet

▶ Launch
http://www.thelastcloset.org/fawn-yacker/the-last-closet-launch/

▶ Activity
http://www.thelastcloset.org/campaign-updates/historic-press-conference-at-sf-city-hall/

▶ Shut Down

http://www.thelastcloset.org/uncategorized/the-last-closet-says-good-bye/#.Ue2nh-DWbk8

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Sample Campaign Calendar

Fixed Dates	Campaign Milestone	Email Messages to Send	Other Channels	Send Date
	Campaign Target Selection	Target List Survey	FB, Twitter	12-Jan
19-Jan	**Target Announcement**	Announcement Talking Points Sign Our Petition	FB, Twitter, Blog	20-Jan
		Announce Day of Action	FB, Twitter, Blog	1-Feb
	Video about Target	Announce Video w/Share Opportunities	YouTube, FB, Twitter	10-Feb
		Day of Action lead-in with donation appeal		17-Feb
25-Feb	**Day of Action**			
		Follow Up on Day of Action Donation Appeal	Blog	26-Feb

	January	February
Programs		
Program #1		
Program #2		
Program #3		
Campaigns		
Campaign #1		
Campaign #2		
Campaign #3		
Events		
Event #1		
Event #2		
Event #3		
Fundraising Ask		
Ask #1		
Ask #2		
Ask #3		

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BETTER TOOLS FOR A BETTER WORLD

	January				Febr
Programs					
Staff	Welcome				
Campaigns					
Deforestation	Take Action				
Events					
Member Party	Announce		Reminder	Last Chance	
Fundraising Ask					
Member Party Ask					

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BETTER TOOLS FOR A BETTER WORLD

		January					February	
Important Dates	5ᵗʰ – Quarterly Newsletter				20ᵗʰ – Party Reminder	11ᵗʰ – Party Last Chance	12ᵗʰ – Annual Member Party	
Email Template Areas								
Subject Line	You're Dying to Know What We're Up To...				Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!		
Engagement Ask					Register Now!	Register Now!		
Main Content Part 1	Annual Member Party				Party Purpose			
Main Content Part 2	Take action around deforestation!				Party Details			
Main Content Part 3	Welcome our Two new employees							
Sidebar 1					Register Now! Button	Register Now! Button		
Sidebar 2								
Programs								
Staff	Welcome							
Campaigns								
Deforestation	Take Action							
Events								
Member Party	Announce				Reminder	Last Chance		
Fundraising Ask								
Member Party Ask								

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BETTER TOOLS FOR A BETTER WORLD

Social media editorial calendar

	11/25/13 FB	11/25/13 Twitter	11/26/13 FB	11/26/13 Twitter	11/27/13 FB	11/27/13 Twitter	11/28/13 FB	11/28/13 Twitter	11/29/13 FB	11/29/13 Twitter	11/30/13 FB	11/30/13 Twitter	12/01/13 FB	12/01/13 Twitter	12/02/13 FB	12/02/13 Twitter	12/03/13 FB	12/03/13 Twitter	12/04/13 FB	12/04/13 Twitter	12/05/13 FB	12/05/13 Twitter	12/06/13 FB	12/06/13 Twitter
		Giving Tuesday			send enews webinar to lists – Happy Hanukkah												Enewsletter Webinar				enews send			
Dev Summit	X- pictur	agenda fabriders.	X			X Picture		reflection blog	sumit blog facebook event		to contact	X – wiki notes		X picture				to contact	X – wiki notes		save the date		X – wiki notes	
CA Tech Fest LA			save the date	save the date																				
Trainings & Seminars			X -e news	X – enews		X – topic from enews						X – topic from enews			X – topic from enews	X – topic from enews		X – topic from enews		X – posts blog		X – posts blog		
Partners																								
Greenlining			X									X				X								
CanFit					X					X													X	
Voices of the Valley								X										X						
RYSE Center												X				X				X		X		
CiviCRM CiviDay						X									X									X
OTHER																								
AMC		pic.twitter.com/fZcfZ79i3Z																						
Beth Kanter Blog Post				tweet excerpt & link				share quote & link						share quote & link										

Peeps	Twitter		
Laura Good & SacSMC	@goodl	@smcsac	
CALWIC	@calwic		
Dr. Pop	drpop.com		
CPEHN	@cpehn		
EFF	@eff		
Susan Teneby & Caravan St	@suzbo	@caravanstudios	
Radical Designs	@radical	@rad_s	@cooperq

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	Strategic Communications						Starting a Tech Project			
	week 3	week 4	week 1	week 2	week 3	week 4	week 1	week 2	week 3	week 4
		comms planning & division of labor	different kinds of comms plans	audience, identitying, analytics, examining strong influencers	coordinating messaging, best channels for different content, different content types, content generation	planning out messaging, campaign & quarterly/ yearly goals & plans, editorial calendars, planning around what is known				
Monday										
Tuesday										
Wednesday										
Thursday										
Friday										
Weekend										

Content Ideas Scratch Pad			Aspiration										
			Aspiration Facebook	Aspiration Twitter	Instagram	Flickr	Aspiration Discussion Lists	SSC Facebook	SSC Twitter	Cohort List	SFTechCenter	T AB2use Facebook Group	Artsonfit Facebook Group
	Monday	AM											
		Lunch	You heard right, we are having a "LIVE" in-person training tomorrow on ONLINE ADVOCACY http://j.mp/12GK1ZK Supporting & connecting on the ground work with online	Having trouble pulling Google web searches into RSS feeds? I guess you could try Bing http://channel9.msdn.com/Blogs/coolstuff/How-to-Get-RSS-feeds-for-any-Bing-Search ... Let us know if you know more!									
Register to join in the radical techie fun that is #npdev! http://j.mp/11fVLU3		PM	Shared catechfest sac and link to enews letter	Just a few spaces left in each of									
		>5pm											
	Tuesday	AM	Shared RYSE center enews for Sompong	X									
		Lunch											
SCC plan – 1. @aspirationtech tweet about SSC tools, blogs & toolboxes 1x week consistently over 4 weeks 2. @ssc_ tweets RTs these consistently over 4 weeks, then @ssc_ tweets tweets about tools, blogs & toolboxes 1x week consistently over next 4 weeks & @aspirationtech Rts 3. @ssc_ tweets continues to tweet 1x per week & @aspirationtech RTs when relevant		PM		OH: "You don't have to be an 'online activist' to have an online strategy" from our Online Advocacy Tactics seminar today. #nptech									
@ssc_ tweets key themes – users, tools, toolboxes, blogs, popular, new, reference sites to toolboxes		>5pm		Resource from today's training									
	Wednesday	AM		X									
		Lunch											
		PM	Promote materials from Tuesday training	So grateful that @nyborrobyn's jo #CATechFest Sacramento may just be the biggest #nptech fiesta of 2013! http://catechfestsacramento.eventbrite.com Are you coming #California?									
		>5pm											
	Thursday	AM		X									
		Lunch		Promote materials from Tuesday training									
		PM											
		>5pm		X - #FF this week's interactions/listening tour									
	Friday	AM											
		Lunch	X - CA listening tour										
		PM											
		>5pm		CATechFest Sacramento									
	Monday	AM											
		Lunch											

Section Summary

- Campaign Calendar gives pace and structure to campaigns

- Calendar Process makes for sustainable calendars and campaigns

- Enhance with "support content"

- Adapt schedule as campaign evolves

- Follow pre-send and post-send time lines

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End Of Section

► Questions?

► Comments?

Thank You!

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