High Impact eAdvocacy

Overview

Training Facilitators

▶ Jessica Steimer

- jessica@aspirationtech.org

▶www.aspirationtech.org/training/eadvocacy

First Things

▶ Introductions: Who are you?

- Name
- What do you want to get out of today?

First Things

▶ This training is envisioned as a dialog

▶ 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!

ASPIRATION

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

ASPIRATION

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

Online Campaign Development

► Goals & Audience Assessment

  ▪ Do you really know who you're talking to?

► Publishing Matrix

  ▪ Do you have a model for when to use what tool?

► Message Calendaring

  ▪ Is all online messaging on a unified calendar?

► Tracking & Listening

  ▪ Which techniques are working?

ASPIRATION
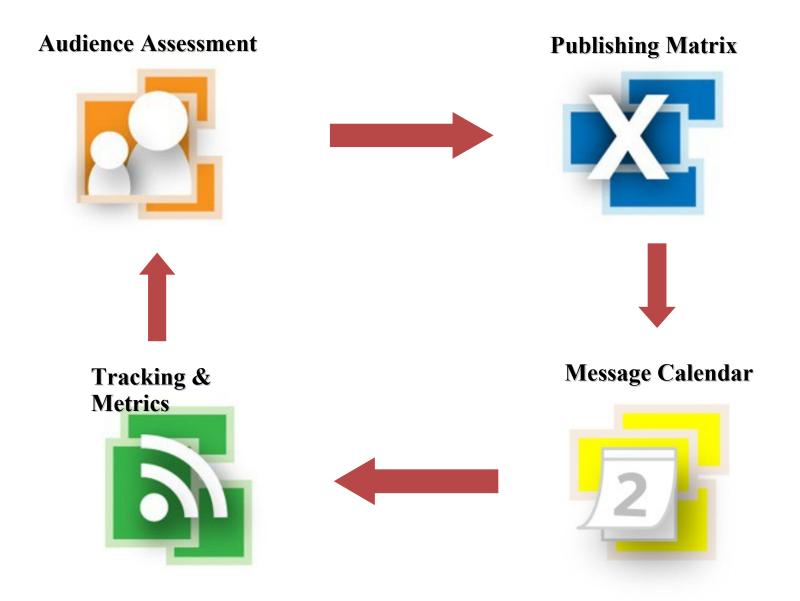
Aspiration's eAdvocacy Initiative

► blog.socialsourcecommons.org

    Nonprofit Tech, Tools & Social Media

► eAdvocacy Office Hours

   –   Thursday, 12pm – pm

      aspirationtech.org/officehours

ASPIRATION

Four Processes

Audience Assessment

Publishing Matrix

Message Calendar

Tracking & Metrics

End Of Section

▶ Questions? Comments?