

High Impact Online Communications

Calendaring Campaigns

These training materials have been prepared by Aspiration and Radical Designs

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0



This Webinar is Recorded

Find it, and other webinars on our website:

www.aspirationtech.org/events/webinars



Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy capacity-building trainings
- ▶ Social Source Commons
 - <http://socialsourcecommons.org>
 - Inventory of available tools
- ▶ SSC Blog
 - <http://blog.socialsourcecommons.org>



CALIFORNIA NONPROFIT TECH FESTIVAL

SEPTEMBER 27 & 28 FRESNO, CA



For more information email
catechfest@aspirationtech.org

- Improve your online communications strategies
- Explore better privacy and security that protect data
- Participate in hands on Maker Workshops
- Meet emerging tech leaders from across CA!



WWW.ASPIRATIONTECH.ORG/EVENTS/CATECHFEST/2012

4 Processes for Sustainability

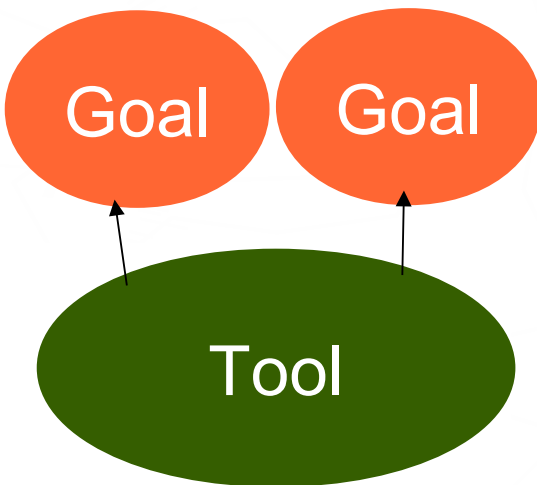
- ▶ Goals & Audience Assessment
 - Do you really know who you're talking to?
- ▶ Publishing Matrix
 - Do you have a model for when to use what tool?
- ▶ Message Calendaring
 - Is all online messaging on a unified calendar?
- ▶ Tracking & Metrics
 - Which techniques are working?

Learning Goals

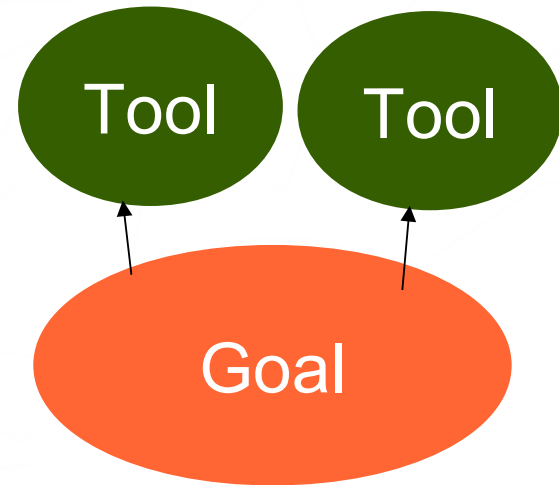
- ▶ Define Measurable Goals
- ▶ Define Campaign Calendar
- ▶ Discuss Calendar Process
- ▶ Understand the need to adapt schedule
- ▶ Review a sample campaign calendar
- ▶ Learn pre-send and post-send time lines
- ▶ Most importantly, answer your questions

What are your goals?

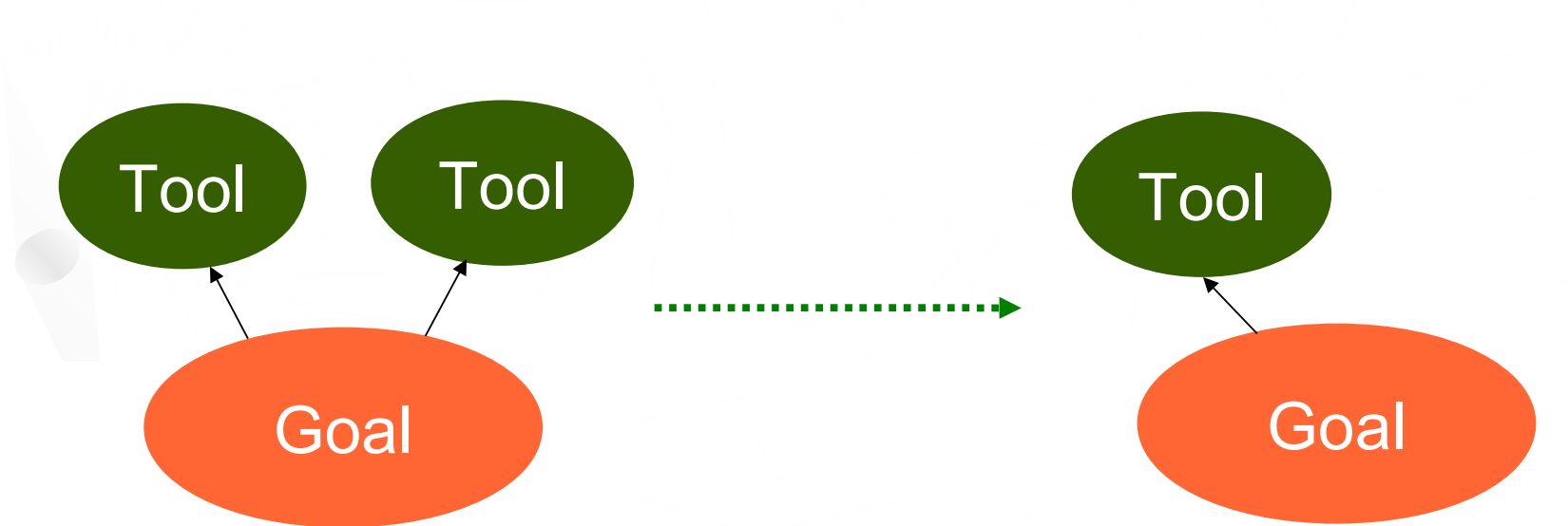
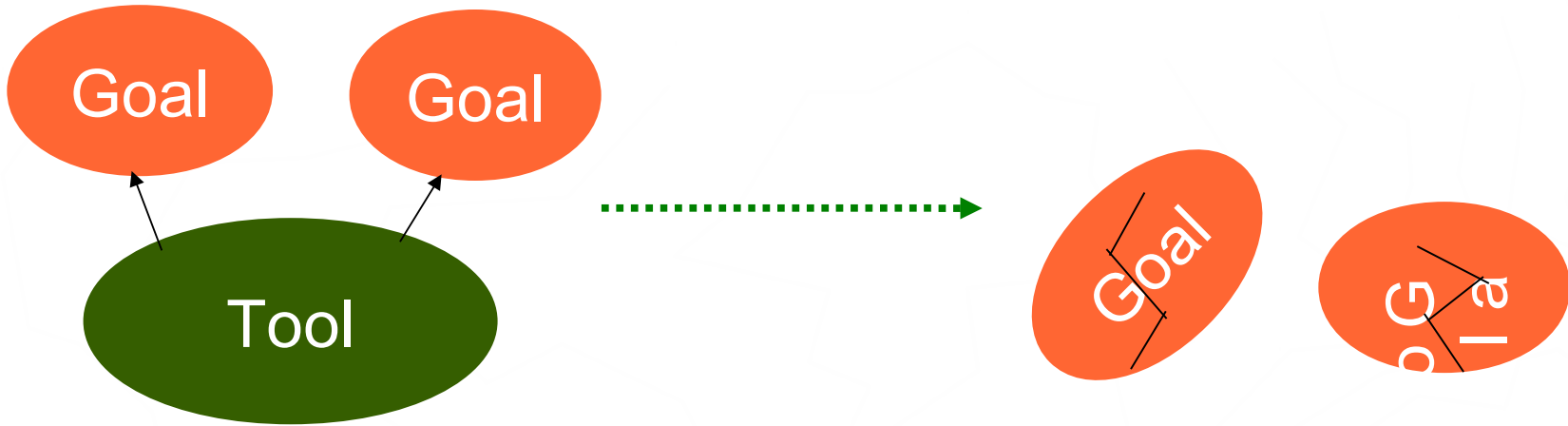
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example Goals

Goal	Measurability	What does success look like?	Tools
Increase percentage of membership made up of people under 30	Monitoring age of new members	25% increase of new union members under 30	Twitter Facebook
Increase attendees at annual event through online efforts	Compare this year's attendance to last year's Have a "How'd You Hear" place on registration	10% increase in attendance from last year	Email Blast Texting

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

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

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?

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!

Calendaring Process

- ▶ Message calendaring 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?

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?

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

	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						

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

		January				Febr	
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						

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

	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – 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						

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

“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

Sample Campaign Calendar

Fixed Dates	Campaign Milestone	Email Messages to Send	Other Channels	Send Date
19-Jan	Campaign Target Selection	Target List Survey	FB, Twitter	12-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

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

Blast Pre-Send Time Line

- ▶ If a message is going out on date X, what needs to be ready when?
 - Message development: Content authored
 - Template selected/designed
 - Images and other media assets ready to go
 - Click-through page and content ready to go
 - Integration of all the above to be blast-ready
 - Testing, testing, testing...Blast!

Blast Pre-Send Time Line

- ▶ If a message is going out on date X, what needs to be ready when?
 - Message development: Content authored
 - Template selected/designed
 - Images and other media assets ready to go
 - Click-through page and content ready to go
 - Integration of all the above to be blast-ready
 - Testing, testing, testing...Blast!

Blast Pre-Send Time Line

- ▶ Sample Timeline for scheduled blast (YMMV)
 - Content authored: 7-14 days out
 - Template selected/designed: 5-7 days out
 - Images and other media assets: 4-5 days out
 - Click-through page and content: 3 days out
 - Integration: 2 days out
 - Testing, testing, testing: day before
 - Blast!

Blast Post-Send Time Line

- ▶ Verify blast processed by mailing host
- ▶ Check replies: immediately and always
- ▶ Check open/clickthru rates after 12-24 hours
- ▶ Check unsub count on list after 1-3 days
- ▶ Assess effectiveness of blast after 2-4 days
- ▶ Adjust future calendar items based on results and learnings

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

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

These training materials have been prepared by Aspiration and Radical Designs

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

