

Strategic Online Communications

Calendaring your Messaging



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Upcoming Online Seminars

- ▶ More info: j.mp/1cYCD1x
- ▶ Listening Online to Message More Effectively
 - Wednesday, 3/05

About This Webinar

- ▶ This webinar is being recorded
 - Will be available for download afterwards
- ▶ Questions can be submitted throughout the webinar
 - Use the chat area in the Readytalk window


Introductions

- ▶ Jessica Steimer, jessica@aspirationtech.org
 - Training & Support Manager
- ▶ Josh Black, josh@aspirationtech.org
 - Operations Manager

Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

First Things: Logistics

- ▶ Please ask questions early and often. Use the chat window or raise your hand feature.
- ▶ We're still in "beta" webinar mode. Feedback highly welcome.
- ▶ Slides and audio recording available after the webinar.
- ▶ Sharing on Twitter? We're @aspirationtech 

Strategic Communications Series

- ▶ Getting Started with a Communications Plan
- ▶ Reaching your Online Audience
- ▶ Coordinating your Online Channels
 - Recording & Materials
 - j.mp/1kh9pyY

Four Processes

Audience Assessment



Publishing Matrix



Tracking & Metrics



Message Calendar



Learning Goals

- ▶ Define Messaging Calendar
- ▶ Discuss Calendar Process
- ▶ Understand the need to adapt schedule
- ▶ Review a sample calendars

Message Calendar

▶ “Message 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 Message 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
- ▶ Plan a "message arc" for your end of year "story"

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?

Tell 'em Triple

- ▶ Tell 'em what you're going to tell 'em
 - ▶ Ex. "We're planning our next set of trainings, what topics would most interest you?"
- ▶ Tell 'em
 - ▶ Ex. "Thanks for your feed back! Here are our upcoming trainings offerings."
- ▶ Then, Tell 'em what you told 'em
 - ▶ Ex. "We had a great training series, here are the materials we covered. Let us know what you think!"

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!

Example of a Message Arc

The Last Closet

► Launch



► Activity

► Shut Down

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

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
25-Feb	Video about Target	Announce Video w/Share Opportunities	YouTube, FB, Twitter	10-Feb
		Day of Action lead-in with donation appeal		17-Feb
	Day of Action	Follow Up on Day of Action Donation Appeal	Blog	26-Feb

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?

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
- ▶ Evolve the calendar as campaign develops
 - Remain flexible, adapt to feedback & results

	October				November			
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								

		October			November		
Important Dates	Quarterly Newsletter			Party Reminder	Party Last Chance	Annual Member Party	Thanks for the Great 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!		We had a blast and hope you did too!
Engagement Ask				Register Now!	Register Now!		
Main Content Part 1	Annual Member Party			Party Purpose			Thanks for attending and supporting
Main Content Part 2	Take action around deforestation!			Party Details			Not there? Check out the pictures
Main Content Part 3	Welcome our Two new employees						
Sidebar 1				Register Now! Button	Register Now! Button		
Sidebar 2							

		October			November		
Important Dates	Quarterly Newsletter			Party Reminder	Party Last Chance	Annual Member Party	Thanks for the Great Party
Website	Update "Newsletters"						
Email	Send Newsletter			Send Party Reminder	Send Party Reminder		Send Party Thanks
Facebook		Post newsletter on FB					
Twitter			Tweet Newsletter Link	Tweet Party Reminder	Tweet Party Reminder	Live Tweet Party	Tweet <u>Picts</u>
Blog							

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?

Evolving the Calendar

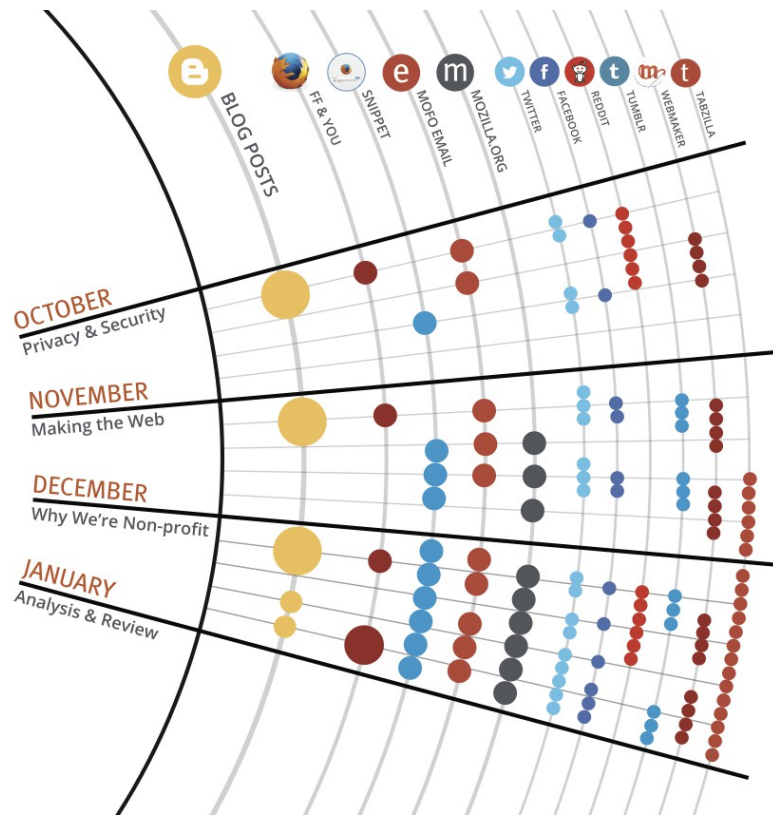
- ▶ You can't know the future when you calendar
 - Your calendar must be adaptable
- ▶ Be ready to respond to:
 - New developments in campaign
 - Shift in organizational priorities
 - Current events: tie breaking news to campaign
- ▶ Calendar changes must be transparent
 - All stakeholders need to know what and why

End of Year Fundraising Calendar

	October			November			December			January	
Important Dates				Annual Conference							
Email		Win a Trip to Annual Conference	Something New & Annual Conference		That was great! Post Event Email		We're protecting X		Build the future, together	What I believe (ED)	2 quick ask emails Thank you!
Programs											
Issue 1											
Issue 2											
Issue 3											
Events											
Annual Conference											
Fundraising Ask											
Support Conference											
\$30.00											
\$15.00											

End of Year Fundraising Calendar

Mozilla shared their end of year fundraising campaign calendar with their community.



Mozilla End of Year Fundraising Campaign 2013

2013 will see Mozilla launch its first large-scale, end of year fundraising campaign. Our design builds from the community conversations - in person, on the phone, and through surveys - we've held over the past year.

- 1 Each month will focus on one of the themes behind our mission: fight, make, and empower.
- 2 A blog post by a senior executive will set the tone and provide language for the proceeding outreach across our channels.
- 3 The frequency of communication will ramp up as we near the end of December, culminating on the 30th, the biggest day of the year for campaign fundraising.

We're fortunate to have new leadership behind this year's efforts, including a senior executive joining us from Change.org. We have also engaged M+R Strategic Services, who advise Wikimedia's fundraising.

We're committed to making the 2013 campaign a success and hope that you'll join us in making it the biggest and best yet.

For detailed information visit: mzl.la/eoy2013
To ask questions or get involved, e-mail devteam@mozillafoundation.org

Source: <http://www.mozillafoundation.org/>

		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						

	11/25/13		11/26/13		11/27/13		11/28/13		11/29/13		11/30/13		12/01/13		12/02/13		12/03/13		12/04/13		12/05/13		12/06/13	
			Giving Tuesday		send <u>enews</u> <u>webinar</u> to lists – Happy Hanukkah										<u>Enewsletter Webinar</u>				<u>enews</u> send					
	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter	FB	Twitter
Dev Summit	X- picture	<u>agenda</u> <u>fabriders</u>	X			X Picture		reflection n blog	<u>sumit</u> blog			X – wiki notes		X picture					X – wiki notes				X – wiki notes	
CA Tech Fest LA				save the date	save the date				<u>facebook</u> k event		to contact						to contact		save the date					
Trainings & Seminars			X – e news	X – <u>enews</u>		X – topic from <u>enews</u>					X – topic from <u>enews</u>				X – topic from <u>enews</u>	X – topic from <u>enews</u>		X – topic from <u>enews</u>			X – post material s blog	X – post material s blog		
Partners																								
Greenlining				X							X					X								
SanFit					X					X													X	
Voices of the Valley																	X							
NYSE Center							X					X				X			X		X			
CiviCRM CiviDay						X								X			X							X
OTHER																								
AMC		<u>pic.twitter.com/ZcfZ79i3Z</u>																						
Beth Kanter Blog Post				tweet excerpt & link			share quote & link						share quote & link											
Peeps	Twitter																							
Laura Good & SacSMC	<u>@goodl</u> <u>@smcsac</u>																							
CALWIC	<u>@calwic</u>																							
Dr. Pop	<u>drpop.com</u>																							
CPEHN	<u>@cpehn</u>																							
EFF	<u>@eff</u>																							
Susan Teneby & Caravan St	<u>@suzbo</u> <u>@caravanstudios</u>																							
Radical Designs	<u>@radical</u> <u>@rad_sl</u> <u>@cooperg</u>																							

“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

Support Content Calendaring

Greenlining Institute's Content Schedule

Sample Post Schedule					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKENDS
Breaking/hot news related issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking news related to issues & programs
Highlight Issue #1	Highlight Issue #2	Highlight Issue #3	Highlight Issue #4	Highlight Issue #5	Fun and personal posts with humor
Promote events for the week	Highlight on Social Media	Highlight on Research	Spotlight on Staff	Follow Friday (#FF)	
Share resources	Highlight on Leadership Academy	Encouraging and empowering quotes	Behind the scenes look at the organization	Promote local weekend events	
Mainstream news round-up	Promote current online campaign	Promote current online campaign	Share job opportunities	Fun Friday - share something fun	
			Throwback Thursday		

More about the Social Media Toolkit - <http://j.mp/1d5ENsv>

Support Content Calendaring

	Strategic Communications					
	week 3	week 4	week 1	week 2	week 3	week 4
	comms planning & division of labor	different kinds of comms plans	audience, identifying, 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						

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

Upcoming Online Seminars

- ▶ More info: j.mp/1cYCD1x
- ▶ Listening Online to Message More Effectively
 - Wednesday, 3/05

Upcoming Live Events

- ▶ Four Processes for High Impact Communications Workshop
 - San Francisco, 2/28/14
 - <http://j.mp/1bytFXP>
- ▶ California Nonprofit Technology Festival
 - Los Angeles, 4/3 & 4/4/14
 - <http://j.mp/1hJVePo>

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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