

End of Year Communications Webinar Series

Telling Your End of Year Story

These training materials have been prepared by Aspiration and Radical Designs

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



About This Webinar

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

Who is Aspiration?

- ▶ Most importantly, we support & advise
 - **Nonprofit and Foundation Staff**
on how to apply technology
 - **On Their Terms**
to
 - **Achieve Impact**
in their
 - **Program and Mission Work :^)**

Why are we doing this talk?

- ▶ These ideas are in “beta”, please give us feedback!
- ▶ Thanks to all who have already given us feedback
- ▶ Let us know where you want us to build out further!

End of Year Communications Webinar Series

- ▶ Leveraging Opportunities Across Online Channels
 - 10/30/13, Wednesday @ 11am PT
- ▶ Listening Online to Message More Effectively
 - 11/14/13, Thursday @ 11am PT
- ▶ E-Newsletters for Fundraising
 - 12/3/13, Tuesday @ 11am PT
- ▶ More Info: <http://bit.ly/19PTkFV>

What are we going to talk about?

- ▶ Why calendar your messages?
- ▶ Designing your message arc
- ▶ Review benefits of a calendar
- ▶ Start a message calendar
- ▶ Answer any other questions you may have!

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"

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!

Ex. of a End of Year Message Arc

- ▶ We heard your outcry when that new law was on the ballot in June and met with lawmakers to share your stories.
- ▶ Look at this picture of all these signatures we received and sent to lawmakers.
- ▶ Thanks for your support collecting signatures and spreading the word to stop that law.
- ▶ That law didn't pass in September! Help us continue this important work by donating!

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

	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 Picts	
Blog								

Why Calendar?

- ▶ 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 reviews of past campaign work 2 months out, then pump up email delivery frequency in the 4 weeks leading up to end of year"*
- ▶ Know your message arc
 - How are you educating and moving your base towards action?

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?

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

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 or program evolves

	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				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			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						

		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						

Building the Calendar

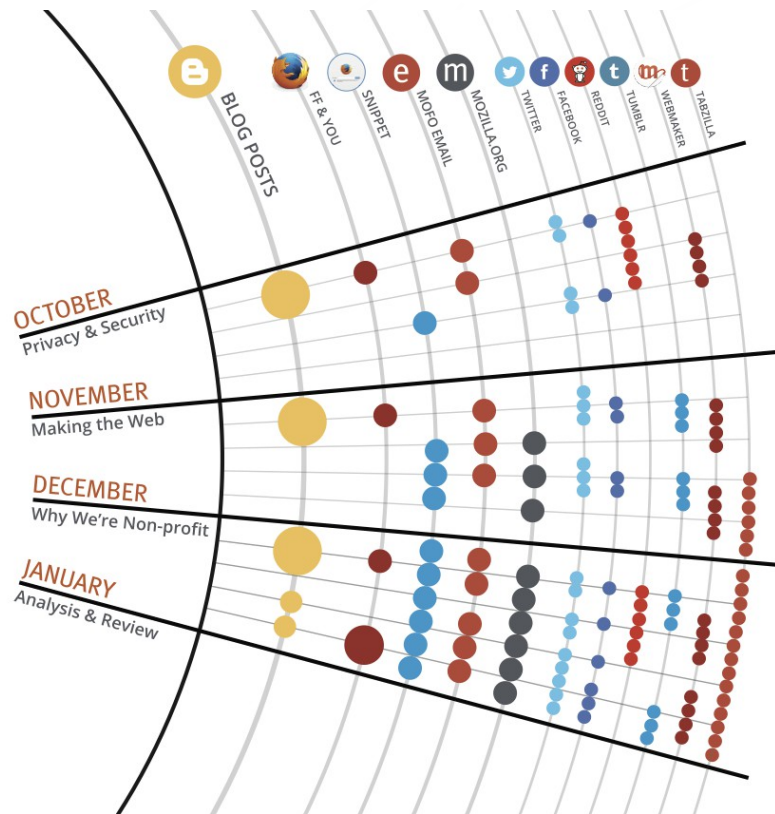
- ▶ Identify known events and milestones
 - What are fixed dates you know you'll message?
- ▶ Slot in support content to complement pace
 - These message dates are subject to change
- ▶ Evolve the calendar as campaign develops
 - Remain flexible, adapt to feedback & results

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://valiantry.us/?p=42>

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

