High Impact eAdvocacy

Using Online Tools as a Nonprofit

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Introductions

Matt Garcia

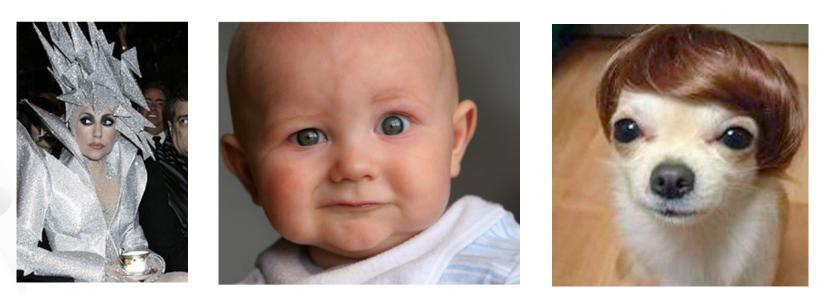
- Director of Communications & Training
- matt@aspirationtech.org
- Aspiration
 - Nonprofit
 - http://www.aspirationtech.org
 - Help social justice orgs use technology better for their missions





Audience Exercise

Who are your top three audiences in priority order?





Our Goals

- Discuss essential processes for sustainable online communications
- Go away with usable tools to facilitate online community-building at your organization

Most importantly, answer your questions



Caveats of Online Tools

- Can take a lot of time
 - Time = Money
- Big corporations who want your data
 - You are the product
- There are billion of tools
 - Which ones do we need?
- Tools change EVERY. SINGLE. DAY.
 - How can we keep up?





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



Example Nonprofit Goals

Goal	Measurability	What does success look like?	Tools
Increase donations through online efforts	 Can ask people how they heard Track referring link of Donation Thank You page 	50 new donators coming from online efforts	• Web Site • 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	TwitterTexting
			Aspiration

Limitations of Online Organizing

Digital divides

- Never forget who is 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



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 welldefined ways for them to plug in
- eAdvocacy is more about organizing and organizational challenges tech challenges

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



4 Processes for Sustainability

- 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?
- Social Media "Dashboarding"
 - Do you know where you're mentioned online?

End Of Section

Questions?Comments?

Thank You!

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