High Impact eAdvocacy

Overview

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BETTER TOOLS FOR A BETTER WORLD

Training Facilitators

► **Matt Garcia**
  - Online Communications Manager
  - matt@aspirationtech.org

► **Misty Avila**
  - eAdvocacy Program Coordinator
  - misty@aspirationtech.org

► **Caroline Cragin**
  - Program Support Intern
  - caroline@aspirationtech.org

► www.aspirationtech.org/training/eadvocacy

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First Things

► Introductions: Who are you?

► Our Goals

- Discuss essential processes for sustainable eAdvocacy

- Go away with usable tools to facilitate online community building at your organization

- Most importantly, answer your questions

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First Things

► This training is envisioned as a dialog

- We want your input as much as possible

► 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!

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

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

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Aspiration's eAdvocacy Initiative

▶ Goal: Organizational self-sufficiency online

▶ eAdvocacy Capacity-Building Trainings

▶ Answr.net

- Best practices for online communications

▶ SocialSourceCommons.org

- Inventory of available tools

4 Processes for Sustainability

► Audience Assessment

- Do you really know who you are 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!