

eAdvocacy Capacity Building

Overview

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5



Introductions

▶ Misty Avila

- eAdvocacy Program Manager, Aspiration
- misty@aspirationtech.org

▶ Aspiration

- <http://aspirationtech.org>
- Nonprofit
- Help social justice orgs use technology better for their missions

Activity:

Controversial Table Discussions



Controversial Table Discussion:

I'm excited about social media for my agency's work

Controversial Table Discussion:

The benefits of online communication and social media are worth the time it takes my program

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

Caveats of Social Media

- ▶ Can take a lot of time

- Time = Money



- ▶ Big corporations who want your data

- You are the product



- ▶ There are billion of tools



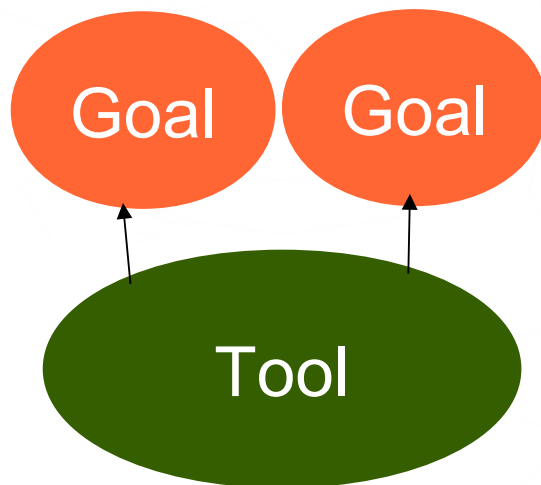
- Which ones do we need?

- ▶ Tools change **EVERY. SINGLE. DAY.**

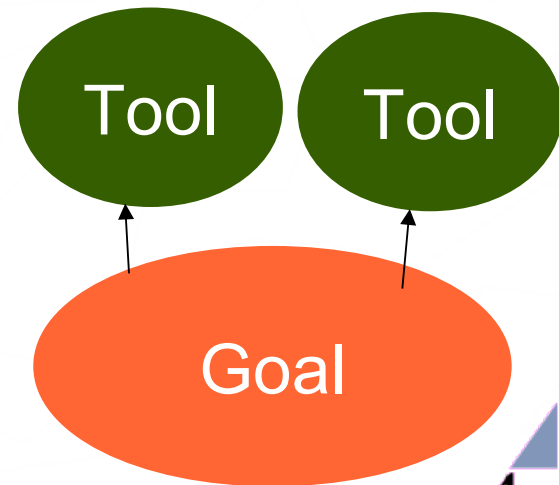
- How can we keep up?

What are your goals?

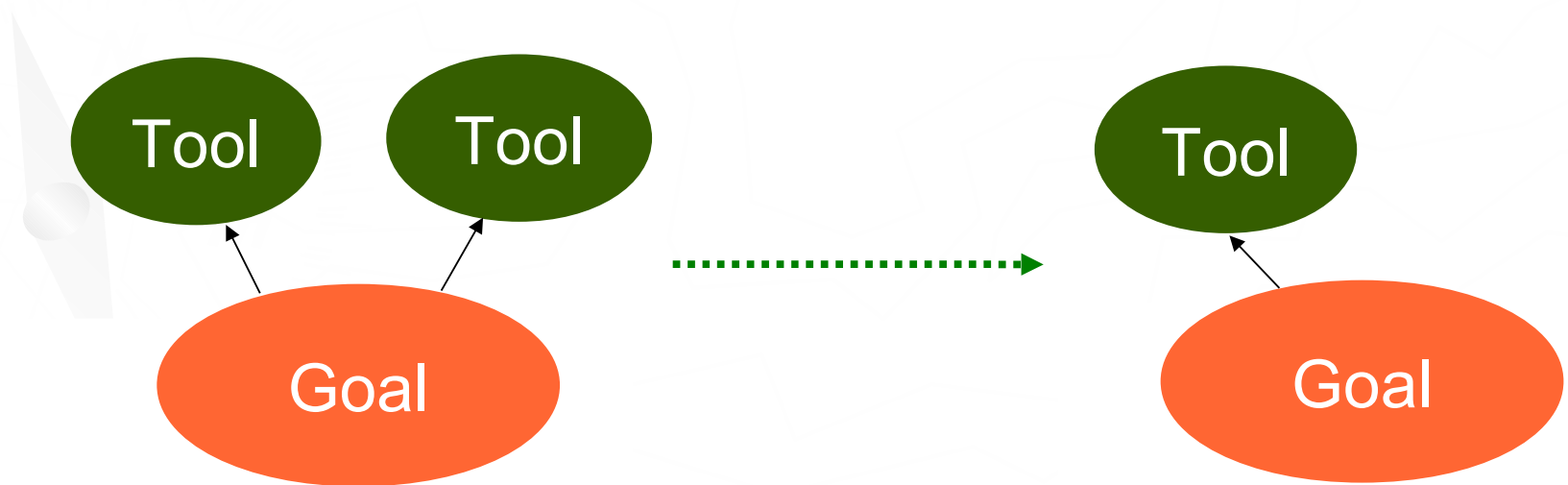
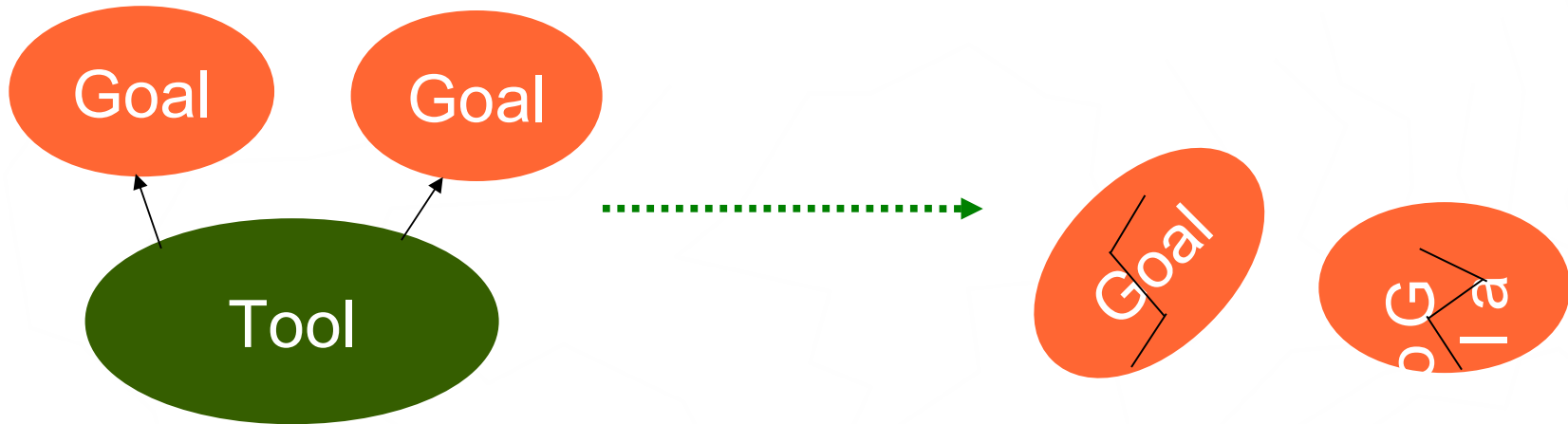
- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
 - Make sure your communications plan stays in tact when the tool you are using fails you



VS



Tool Agnostic?



Example WIC Agency Goals

Goal?	Measurability	What does success look like?	Tools
Increase Case Loads Coming from Online Efforts	<ul style="list-style-type: none">• Can ask people how they heard• Have links in online messaging to an online form	500 Cases this year	<ul style="list-style-type: none">• Web Site• Twitter
Increase Breastfeeding Education	<ul style="list-style-type: none">• Track downloads of Breastfeeding resources	Double the rate of downloads for breastfeeding resources	<ul style="list-style-type: none">• Texting• Twitter

Twitter

Home @ Connect # Discover Search

 **CANFIT**
CANFIT @CANFIT

Following 



Don't forget about CANFIT's Zero Carbon Footprint Gala on Nov 31st! Leave your dancing shoes at home and support! :)
po.vresp.com/NPwo0A

8:08 AM - 14 Nov 11 via web · Embed this Tweet


 Reply  Retweet  Favorite

twitter © 2012 Twitter About Help

Facebook


facebook   Mi

CANFIT Canfit Nonprofit **Biografía** ▾ **2011** ▾ **Lo más destacado** ▾ Te gusta

CANFIT Canfit Nonprofit compartió un enlace. 29 de noviembre de 2011 


CANFIT Executive Director Arnell Hinkle featured in UC Berkeley CNR Alumni Spotlight!


Ver traducción



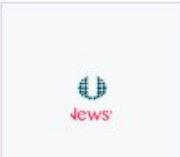
Breakthroughs Magazine - Alumni Spotlight - shar.es

As the founding executive director of Community Adolescent Nutrition and Fitness (CANFIT), an 18-year-old national nonprofit, Hinkle works with community-based organizations and private and

Me gusta · Comentar · Compartir  1


Eduardo Alarcon compartió un enlace. 7 de noviembre de 2011 

Worthy Cause Grant




Miami Based Marketing Company Launches Nationwide Grants Program for Nonprofits - Yahoo! Finance
finance.yahoo.com


MIAMI, Oct. 12, 2011 /PRNewswire/ -- Cause Populi,


CANFIT Canfit Nonprofit 14 de noviembre de 2011 

Join our Gala! :)

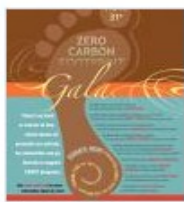


CANFIT's Zero Carbon Footprint GALA - Nov 31st!
El miércoles, 30 de noviembre de 2011 a la(s) 18:00

Me gusta · Comentar · Compartir  1

CANFIT Canfit Nonprofit compartió un enlace. 14 de noviembre de 2011 

Attend CANFIT's Zero Carbon Footprint Gala on Nov 31st! Leave your dancing shoes at home! :) <http://p0.vresp.com/NPwo0A>



CANFIT's Zero Carbon Footprint Gala on Nov 31!
p0.vresp.com

Click to view this e-mail in a browser Forward this message to a friend

LinkedIn

**Penguin Day
San Francisco**

When?

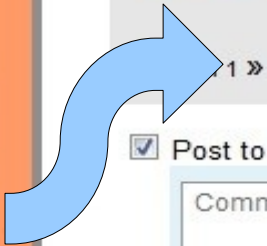
Friday, April 6th, 2012
9am - 5pm

Where?

The Women's Building
3543 18th St
San Francisco, CA 94110

Register

 Share  Tweet  Share




LinkedIn

Eventbrite Penguin Day San Francisco
penguindaysf2012.eventbrite.com
Penguin Day San Francisco April 6th, 2012 The Women's Building 3543 18th St. San Francisco, CA 94110 Open Source, Nonprofit, Technology We'll be posting further information as it is confirmed but be prepared for an awesome... [Edit](#)

1 »

Post to updates

Comment optional

 visible to: anyone ▾

Send to individuals

Share Cancel

[Close this window](#)
All content Copyright © 2012, LinkedIn Corporation

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

Aspiration's eAdvocacy Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Capacity-Building Trainings, Webinars, and Materials
- ▶ 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!

These training materials have been prepared by Aspiration

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



High Impact Online Communications

Spectrums of Engagement

These materials have been prepared by Aspiration

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



Spectrums of Online Engagement

Target Audience



Blogging

Email

Web Site

Know you; want
constant information
and details
about your work.



Potential supporters,
learning about
your work
and organization

Spectrums of Online Engagement

Tone and Voice



Blogging

Email

Web Site

First person singular

“I”

Informal and fun



First person plural

or third person

“We” or “The org”

Spectrums of Online Engagement

Frequency of Message



Blogging

Email

Web Site

Frequent – can be daily or more often



Less frequent - Weekly to monthly

Spectrums of Online Engagement

Matching Tools to Message



Blogging

Email

Web Site

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks



Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Spectrums of Online Engagement

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience



“Traditional”
org control

Spectrums of Online Engagement

Time/Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Spectrums of Online Engagement

Return on Investment



Blogging

Email

Web Site

TBD; uneven,
subject to change



“Knowable”, based
on past patterns

End of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

These materials have been prepared by Aspiration

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

