

Web Advocacy Training for Campaigners

Best Practices for eCampaigning

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Learning Goals

- ▶ Email addresses: the lifeblood of eCampaigns
- ▶ Know the range of engagement options
- ▶ It's all in the message
 - Make it clear
 - Use your networks
 - Let it go viral
 - Keep it human

Collect Supporter Email Addresses

- ▶ Email is still the killer tool
 - And it's moving to the cell phone...
- ▶ Once you have an email address you can message and build from there
- ▶ Prioritize email acquisition over content delivery
 - Engage your email base to drive the direction of your content strategy whenever possible

Collect Supporter Email Addresses

- ▶ Make it easy to collect emails
 - Do not require too much information about your supporters
 - Don't offer a complex form
 - Email splash page
- ▶ Consider collecting postcode
 - Excellent, non-invasive way to focus targeting and avoid “spamish” messages

Provide Options for Engagement

- ▶ Enumerate options for engagement and have an ask
- ▶ Draw people in at different levels
- ▶ Non action vs actions
 - Quizzes, polls, videos
- ▶ Virtual vs. in-person
- ▶ Donating / Joining

Design a Clear Message

- ▶ Have a clear and explicit ask
 - Make it easy for your supporter to help
- ▶ Does the message really motivate the desired change in behavior?
- ▶ Can it spread?
 - Is it easy to repeat?

Use Networks to Spread Message

▶ Blogging

- Rapid propagation, search engine-friendly

▶ Tell a friend tools

- Every issue-oriented page should have one

▶ Social networking

- Size of online communities can not be ignored

▶ Social bookmarking

- Let your network help you track your issue(s)

Craft a Viral Message

- ▶ How does this strategy connect people to each other?
 - Would I really tell my brother, sister or roommate about the campaign?
 - Could they explain the campaign after being 2 steps away from the source?
- ▶ What benefit does spreading the message bring to the sender?

Keep The Message Human

- ▶ Tell personal stories of other supporters
- ▶ Give updates on results of action
 - Show impact
- ▶ Nurture and develop online activists
 - What's old hat to you is often new to others
- ▶ Thank users for doing things
 - Costs you nothing, really makes a difference

Section Summary

- Email addresses: lifeblood of eCampaigns
 - Collect them early and often
- Employ the range of engagement options
- It's all in the message
 - Make it clear, keep it human
 - Use your networks
 - Let it go viral

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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