

California Consumer Protection Foundation



High Impact eAdvocacy

Overview

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

Funded by the ZeroDivide Foundation

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Training Facilitators

▶ Allen Gunn

- Executive Director, Aspiration
- gunner@aspirationtech.org

First Things

- ▶ Introductions: Who are you?
- ▶ Our Goals
 - Offer a basic overview on selected topics in online campaigning and new technologies
 - Discuss essential processes for sustainable eAdvocacy
 - Most importantly, answer your questions
- ▶ What Are Your Goals?
 - Let's say it with Sticky Notes!

First Things

- ▶ This training is envisioned as a dialog
 - We invite you to ask questions early and often
- ▶ 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

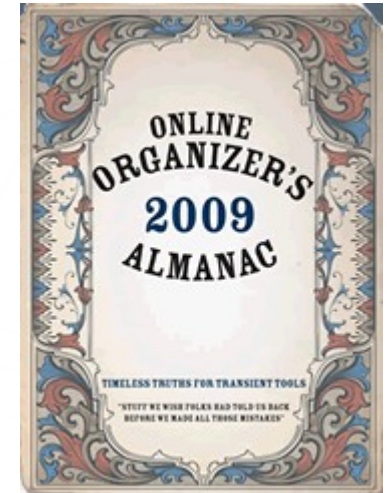
- ▶ Digital divides
 - Never forget who's left out by "e" strategies
- ▶ Trust relationships are best built in person
 - Online organizing is most effective when it leverages established social networks and communities
- ▶ Each community and campaign is different
 - Your mileage will vary

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

Aspiration's e-Capacity Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Mentoring Program
 - Cohort model for peer-based capacity gain
 - On-demand trainings, calls, support
- ▶ Online Organizer's Almanac
 - How-to's for "Accidental Organizers"
 - www.organizersalmanac.org
- ▶ SocialSourceCommons.org
 - Inventory of available tools



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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