Email For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Training Overview

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Training Facilitators

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First Things

► Introductions: Who are you?
► Our goals
  ▪ Explain what we mean by “eAdvocacy”
  ▪ Offer a basic overview on selected topics in “Email Advocacy and Community Organizing”
  ▪ Most importantly, answer your questions
► What Are Your Goals?
First Things

➤ This training is envisioned as a dialog
  ▪ Hands-on exercises will reinforce discussion

➤ 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!
First Things: Audience

- Individuals who understand simple email communications (send & receive)
- Activists who have little or no email campaigning experience.
- This training may not be appropriate for those who have already done one or more email-based campaigns.
First Things: Goals

► Understanding of fundamental concepts in email campaigning
  - Strategy, Technology, Processes
► Hands-on exposure to simple email campaigning workflow
► Understanding of email composition best practices
► Ability to replicate the above after the training
First Things

► Naming challenges in today's training
  ▪ Group composition
    ▪ Different folks are at different levels of knowledge
  ▪ We have a lot of ground to cover
    ▪ But not at the expense of understanding
  ▪ Our goal is to facilitate an inclusive conversation
    ▪ Your questions and curiosities will shape the dialog
Agenda Overview

- Email Campaign Road Map
- Campaign Goals, Strategy and Tactics
- Creating and Managing Mailing Lists
- Message Composition and Template Design
- Message Blasting
- Reporting and Analysis
- Privacy and Security Considerations
First Things

Topics Not Addressed in Today's Training

- “Offline” campaigning and organizing skills
  - We touch on core principles, but not “how-to's”
- Graphic design and layout
  - Needed for making visually striking email messages
- Technology selection
  - We'll work with Democracy In Action (DIA)
- Database management
Framing and Disclaimers

Organizing vs. eOrganizing
- What is meant by “eOrganizing”/“eAdvocacy”?
- You need a strategy before the “e” matters

Tools are not solutions
- Tools support good strategies
- “Less is more”

“e” has been oversold
- BUT the tools are powerful and worth learning to apply
First Things

► eOrganizing = New Tools for Base Building
  ▪ Grow relationships, achieve trust
  ▪ Mobilize base

► eAdvocacy = New Tools for Extending Reach
  ▪ Project message, engage media, influence decision makers and campaign targets
  ▪ Connect with new allies and supporters
First Things

Limitations of eOrganizing and Email

- Digital divides
  - Never forget to ask who's being 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, campaign and cause is different
Outcomes of Online Efforts

- Engaging and building your base
- Educating the public about your cause
- Fundraising from individuals and institutions
- Communicating with the press
- Influencing decision makers
- Organizing or mobilizing for an event or campaign
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

▪ It's more about organizing challenges than tech challenges
End Of Section

► Questions?
► Comments?

Thank You!

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