Learning Goals

► Online strategies support overall strategy
► Consider goals, targets, audiences, tactics and message
► Consider how your online campaign might go “viral”
► Be mindful of your online campaign timetable
► Consider how your online tactics engage or create offline activity
Online Strategy: First Thoughts

► Successful campaigns depend on well-developed organizing strategy
  ▪ Email and online tools can complement and enhance those strategies
  ▪ Online strategies support overall strategy

► Online tools are not a “silver bullet”
  ▪ Let the technology empower your strategy
  ▪ Don't let the technology define your strategy
Online Campaign Overview

Organizing an Online Campaign Strategy

- Define online campaign goal
- Identify campaign target (if applicable)
- Identify online audience(s)
- Identify online tactics
- Develop your “frame” and message in email correspondence
Defining an Online Campaign Goal

► Know what you're aiming for:
  - Relationship building
    - Quick updates
    - Newsletters
  - Online fundraising
    - Stems from strong relationship with base
  - Winning a Campaign
    - Something with a definitive beginning and definitive end
Defining a Campaign Goal

► Is it specific enough?
  ▪ Know the difference between a goal a dream
  ▪ Know the difference between a goal and a mission
  ▪ Distinguish between campaign goals and organizational goals

► Is it understandable?

► Is it attainable?

► Can it be tracked and evaluated?
Identify Target(s), If Applicable

► Who are your opponents or targets?
► Who has the power to make the changes that campaign is trying to realize?
  ▪ Decision maker(s)
  ▪ Influencers of decision maker(s)
► Identify degree to which media can influence decision maker(s)
  ▪ Media can backfire
Identify Online Audience(s)

- This *can* be easier or seem well defined, but don't presume to know your audience.

- Differentiate between constituency and audience:
  - Who are you advocating on behalf of?
  - Who are you trying to reach?

- Your traditional audiences/constituency and online audience may be very different.
Online Campaign Tactics

► What are the tactics of your offline campaign?
► What are the online tactics that complement these offline tactics?
  ▪ Event outreach
  ▪ Legislative targeting
  ▪ Attacking a brand
Online Tools and Tactics

How do your online tactics engage your supporters?

- Develop your email “ask” to supplement your campaign goals
- Work to translate online engagement to offline action
- Build trust and rapport with your base
Develop/Frame Your Message

► What is the 1 sentence you want folks to propagate & repeat on your behalf?
► Message needs resonance with human experience
► Messaging of emails need to be integrated into larger organizational/campaign messaging
Viral Activism

“Kearns Questions”

- Does the message really motivate the desired changed in behavior? Can it spread?
- Is this a "remarkable" communication or campaign effort?
  - 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?
- How does this strategy connect people to each other?
What Is Your Timetable?

- Match campaign pacing and events to schedule of email outreach
- Use lulls in your campaign schedule to educate and encourage your supporters to recruit new members
- Decide when “peak” of your campaign will occur and ramp your supporters accordingly
Summary

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