

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

Developing Online Strategy

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

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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 change 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

- ▶ Online strategies support overall strategy
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End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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