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

Maintaining Your Lists

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

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Learning Goals

► Establish Appropriate Content and Frequency for postings
   Avoid “List Fatigue”
► Always consider the privacy and security of your recipients
► Learn good “netiquette” for attachments
► Use the right tool for sending to groups
Maintaining Your Lists

► Develop and manage expectations

- Let your supporters know how often they should expect emails and traffic rates on different lists.
- Once you have a pattern of how often you send emails stick to it.
- Avoid sending to your list at a pace greater than what supporters have come to expect
  - Unless you are reaching a peak in your campaign
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- Make emails timely, exciting, and participatory
  - Respond to newsworthy events and roll them into your asks
  - People want to find ways to engage in breaking news and events.

- Give multiple options and methods for people to take action and participate
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► Privacy and security

- Publish a “Privacy Policy” for stored addresses and other information
  - Understand the importance of following it
  - Follow it

- Physical storage of constituent data
  - Know where the data lives
  - Know who has access
Maintaining Your Lists

- Privacy and Security
  - Protect the privacy of your recipients
    - Know when it is not appropriate to use "CC"
    - Proper use of BCC ("Blind Carbon Copy")
  - Sharing and trading email lists
    - Don't Do It!
  - Your lists are only as valuable as the trust your list members have in you
Maintaining Your Lists

Considerations for sending attachments

- Attachments to lists are rarely appropriate
- Size limits: large attachments cause problems
- Use safe file types if possible (e.g. PDF)
- Scan for viruses on all attachments before sending
- Following all of the above constitutes good "Netiquette"
Use the Right Tool for Your Lists

► Client Email applications (Outlook, Eudora,...)
  ▪ Not recommended for campaigning

► "Listservs" (NPOGroups, Majordomo,...)
  ▪ Useful for group discussion and some broadcasts

► "Groups" (YAHOO Groups, GoogleGroups,...)
  ▪ Lots of ads and distracting features
  ▪ Subject to abrupt cancellation
Use the Right Tool for Your Lists

► Application Service Providers (ASPs, such as Democracy in Action, EmailNow,...)
  ▪ Provide powerful list management features
  ▪ Handle “blasting” tasks reliably
  ▪ Manage internet compliance
    ▪ Avoiding “spammer” status
  ▪ Store and backup your data

► Bottom Line: Good Tools for Campaigning
Section Summary

• Lists stay healthy and vibrant when sending is consistent and expectations are met
• Too much sending can cause “List Fatigue”
• Use the right tool for sending to groups
• Always consider the privacy and security of your recipients
• Learn good “netiquette” for attachments
Thank You!

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