

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

Designing Email for Function

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

Funded by the Community Technology Foundation of California

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5



Learning Goals

- ▶ Understand the differences between different types email messages
- ▶ Design for function
 - Action Alert
 - Fundraising
 - Newsletter
 - Events
 - Coordinated Simultaneous Event

Email Composition

▶ Action Alerts

- When giving directions make sure to give all the directions that will make the action successful
 - Bullet/number action steps
 - Place NO directions in a narrative
- Have someone follow the directions in the email before you send it
- Give options and mechanisms to track if people are doing the action

Email Composition

▶ Example: “Call In” Action

- Name and contact information for representative or target
 - The time frame when calls are acceptable
 - How long the action goes for (day, week, month...)
- One sentence message summary
- Brief talking points
 - Link to full call script or extended talking points
- Link to report about phone call or meeting

Dear MoveOn member,

Cindy Sheehan's vigil in Texas has put the problems of the Iraq war on TV and in the newspapers—forcing President Bush and congressional leaders to deal with them. Now, the Bush administration has launched a public relations tour of the country to convince the public that things aren't going so badly in Iraq. As part of that tour, President Bush implied yesterday that Iraq attacked us on September 11—a deception meant to justify his failures in Iraq.¹

We need leaders who will step up and say, "enough is enough."

Now, we might have the beginnings of a sea change in Congress. Republican Congressman Walter Jones, the formerly pro-war Republican representative who coined the term "Freedom Fries," joined a bi-partisan group of legislators this summer to call for a concrete plan to bring our troops home from Iraq.² Will you call your representative and urge them to sign on as a co-sponsor?

Call:

Congresswoman Nancy Pelosi
Phone: 202-225-4965

Tell the staffer who answers something like the following,

"My name is _____ and I am a constituent of Rep. Pelosi. I am calling to insist that we have a real plan to bring our troops home from Iraq. It is bipartisan and an important step in the right direction."

After you make a call, please report your call by clicking on the link below.

http://political.moveon.org/call?tg=FHCA_08&cp_id=83&id=5922-6441044

The resolution, known as the Homeward Bound Act (House Joint Resolution 55), was introduced by Republican Rep. Ron Paul and Democratic Congressmen Neil Abercrombie and Dennis Kucinich. It would require the president to put the year for bringing home all U.S. forces from Iraq—with troop withdrawal beginning no later than October 1, 2006. It is an important step in the right direction, and with Republican co-sponsors it creates real pressure to change course.

There are 50 members of Congress who have signed up as co-sponsors of the Homeward Bound Act. That's a good start but we need more—our goal is to have more than 100 co-sponsors by the time Congress returns September 6. If we can do that it will show that Cindy Sheehan's vigil has added to the pressure on our leaders to come up with a real plan for Iraq.

After you make your call, please let your friends, family and colleagues know about the Homeward Bound Act by forwarding this e-mail or calling them. Here are some points you can make when discussing why we need an exit plan for Iraq.

- **The war in Iraq has made America less safe** and our presence fuels the growing insurgency.³ If we start the hostility that is fueling the insurgency.
- **Deadlines force actions.** That is the only way to force the Bush administration to get serious and get themselves in order to create peace and prosperity.
- **Congress has a duty here that they shouldn't ignore.** Our troops have done everything we've asked of them in Iraq. Now it's time for politicians to do their job.

How did we settle on support for H.J. Res. 55? In June, we asked MoveOn members what they think we should do and more than 85 percent agreed that a plan like this bipartisan resolution was a step in the right direction. It gives the Iraqis some time to get their house in order while making it clear we won't be in Iraq forever. Without real deadlines, there is little incentive for things to improve.

It is critically important that the momentum created by Cindy Sheehan and last week's vigils continues. Let's keep the ball rolling. Please make a call today.

Thanks for all you do.

—Tom, Carrie, Matt, Joan and the MoveOn.org Political Action Team
Tuesday, August 23rd, 2005

A bipartisan resolution in Congress, the Homeward Bound Act (H.J. Res. 55), calls for an exit plan from Iraq with a timeline. We need to increase the number of co-sponsors before Congress returns in September. Please call Rep. Pelosi today and ask her to sign on.

Congresswoman Nancy Pelosi Phone: 202-225-4965

[Let us know you called.](#)

I Called Congress

Call Script

Knows My Rep and gives directions

Report Back Info

Specific Facts

11/02/2005

In this Issue:

1. Alito to Replace O'Connor?
2. The Budget Battle

IN FOCUS:

African American Ministers Convene to Address the State of Black America

Alito to Replace O'Connor?

Take Action

The fight over the future of the Supreme Court that we have been fearing since President Bush took office has finally arrived -- but under extraordinary circumstances. Allowing the Right to veto his nomination of Harriet Miers, President Bush has now nominated Judge Samuel Alito of the US Court of Appeals for the Third Circuit.

If confirmed, said one commentator, "There will be no one to the right of Sam Alito on this Court."

- Alito was the only Third Circuit judge who voted to uphold a requirement that a woman notify her husband before seeking an abortion. Operation Rescue responded to his nomination by proclaiming "Roe's days are numbered... we are now on the fast-track to derailing Roe v. Wade as the law of the land."
- Alito has argued that Congress does not have the power to regulate the sale of machine guns at gun shows.
- He tried to uphold the strip search of a mother and her ten year-old daughter, even though the warrant authorizing a search did not name either of them.
- Alito rejected claims by an African American defendant who had been convicted of felony murder by an all-white jury from which black jurors had been impermissibly struck because of their race.

Senate Minority Leader Harry Reid quickly signaled his disappointment with the President's decision to appoint someone so enthusiastically supported by "those who want to pack the Court with judicial activists." Patrick Leahy, ranking member of the Senate Judiciary Committee, called Bush's choice a "needlessly provocative nomination...reward[ing] one faction of his party at the risk of dividing the country."

Take Action **Right On...**

Action Updates:

Why Stop Another Abu Ghraib?

This week, Senate and House conferees will debate the "McCain Amendment" to the Defense Appropriations bill prohibiting "cruel, inhuman, or degrading" treatment of military detainees. Outrageously, Bush allies are trying to defeat this provision.

Take Action

House Voucher Victory... and New Senate Threat.

Thanks in part to your activism, the House Education and Workforce Committee rejected Chairman Boehner's national school voucher program by 26 to 21, with five Republicans voting against their own Chairman! But tomorrow (11/3) senators may attempt to add their voucher bill, S 1904, to one of the budget reconciliation bills.

Take Action

DONATE NOW

California

Changes on the Court: What's at Stake for this Supreme Court

A forum with Jeff Berman, W. Regional Director of People For American Way and former Chief Counsel to Senator Chuck Schumer (D-NY); Nan Aron, President, Alliance for Justice; and Kathleen Sullivan, Professor of Law and former Dean, Stanford University Law School

When: Thursday, November 3, 2005, 7:00 pm - 9:00 pm

Where: Downtown Athletic Club, 431 W. Seventh Street, Los Angeles, CA

RSVP to LA@ACSLaw.org

VOTE NO on Props 73, 74, 75, 76, & 77

To learn about PFAW California's opposition to these initiatives visit www.pfaw.org/go/CAinitiatives

Volunteer to Get Out the Vote! Join PFAW allies, the Campaign for Teen Safety (phone banking in local offices on Prop. 73) and the Alliance for Better CA (GOTV efforts throughout the state). <http://betterca.com/volunteer>

In the News:

"Democrats Force Closed Debate," *LA Times*, 11/2/05

"Alito leans right where O'Connor swung left."

Way Too Many Asks

Too Busy To Focus

Email Composition

► Fundraising

- Make your ask often and early
- Develop goals and give updates as you work to achieve those goals
- **Communicate how \$\$ will translate into results**
- **Create and emphasize a sense of community**
 - **“If everyone gives \$5 we can...”**
- **Personalize tone: must be from “someone”**



Personal
Appeal

Dear David,

Last night, I spoke with DFA activists across the country about our ["2006 Plan for Victory,"](#) and the one reoccurring theme I heard over and over again is: it's time to move America back in the right direction. It's time for Democrats to lead.

The Republican Party's culture of corruption has begun to crumble – and you helped make it happen by never letting up. Remember the billboards that you created and paid for in Tom DeLay's district? Or calling attention to the Downing Street Memos and having meetings with your Member of Congress? The national Social Security stories and the bilingual radio ads that you paid for?

Let's keep the pressure on high this year. Contribute to DFA today:

<http://www.democracyforamerica.com/contribute>

In just the first two weeks of 2006, Republican super lobbyist Jack Abramoff pleaded guilty to corruption charges and is on his way to jail for at least ten years. Tom DeLay has permanently abandoned his leadership post in the U.S. House of Representatives. And GOP leaders from President Bush to Speaker Hastert are panicking over what to do with the dirty money they accepted.

Last year we rocked the Republican boat by exposing their true values – corruption, cronyism and corporate interests. This year we'll show them the power of the grassroots by electing Democratic governors, mayors and state legislators throughout the country – and regain the majority. But we need your support.

<http://www.democracyforamerica.com/contribute>

Over the course of the past few years, the values of our government and integrity of our democracy have diminished. It's time for us as American citizens to hold Republicans accountable for their lies, deception, failed policies and continued corruption. The only way to do this is by working for change from the ground up and electing candidates who share our values.

We have the opportunity to take our country back in 2006, but we need your support. You can make the difference by getting involved with your local DFA-Link group, by volunteering for local DFA candidates, and by becoming a monthly donor to Democracy for America.

Please donate to DFA today and help us take our country back in 2006.

<http://www.democracyforamerica.com/contribute>

Sincerely,

Jim Dean
Chair

Clear
Ask

Ask
Repeated

Dear David,

Over the last twenty years RAN has achieved remarkable success in convincing corporations that environmentally and socially destructive practices are not welcome in the global marketplace.

During a time when many environmental groups have been put on the defensive, RAN is charging ahead. Year after year, RAN brings the fight for the environment to the doorstep of the world's most powerful corporations.

Through targeted, cutting edge market activism, we help keep our last remaining old growth forests and endangered ecosystems out of the hands of careless and corrupt corporations.

But we can't do this work without your help.

Please make a tax deductible donation today.

To make your contribution go even further, a generous donor is matching dollar-for-dollar all gifts up to \$50,000 that you make online before December 31, 2005.

As we look back over the last twenty years, we have much to be proud of. This is definitely a time for us to celebrate our victories. But more importantly, it's a time for us all to recommit to building a larger, stronger grassroots movement determined to create a sustainable and just society.

Many of the world's most endangered ecosystems still remain at the mercy of mining, oil, gas and logging activities—and the financial giants who fund them.

That's why we're ramping up our campaigns to bring

Our Recent Victories



Goldman Sachs
Victory!



JPMorgan Chase
Victory!

Our Campaigns

Old Growth

Global Finance

Zero Emissions

Button for
Ask

Sets A
Goal and
Timeline

Dear David,

Thanks to your support our message has been heard loud and clear by corporate America for the last twenty years. And thanks to a generous RAN supporter, you now have the opportunity to raise the volume even higher.

We have received a pledge to match every donation dollar-for-dollar that comes in through our website in the month of December, up to \$50,000.

[Give now and double your impact.](#)

As of today, you've helped raise nearly \$12,000! Over the next 12 days, instead of a partridge in a pear tree, RAN needs to raise \$38,000 to reach our goal!

I am confident that with your support today, we will reach this goal. All donations help - whether you can give **\$10** or **\$1,000**, your gift will go a long way. And please tell your friends and family about RAN by forwarding this email to them!

As we campaign to save old growth forests and stop climate change, we can't let this matching gift challenge go unanswered. Take a moment to make your tax-deductible contribution go twice as far and help us reach the \$50,000 dollar mark by December 31st.

[Give now and double your impact.](#)

Your donation will go directly toward our campaigns to bring the logging and banking sectors into alignment

Our Recent Victories



Goldman Sachs
Victory!



JPMorgan Chase
Victory!

Our Campaigns

Old Growth

Global Finance

Zero Emissions

Update
On Goal

How any
amount
Will help

Update
On Goal

Dear David,

We have two days left to take advantage of a pledge to match every donation dollar-for-dollar that comes in through our website in the month of December up to **\$50,000**. As of today, you've helped raise **\$26,971.58!**

But there is still work to be done.

Our goal for the next two days is to raise **\$23,029** before the stroke of midnight (PST) on New Year's Eve. I am confident that with your support today, we will reach this goal. All donations make a difference - whether you can give **\$10** or **\$1,000**, your gift will go a long way.

[Give now and double your impact.](#)

Tell A
Friend

Already given what you can? Help us another way by telling your friends about RAN! Use the Tell-A-Friend link at the bottom of this email to introduce your family and friends to Rainforest Action Network!

Campaign
Victories

Our recent victories with JP Morgan Chase and Goldman Sachs demonstrate the power that a small group of committed people can wield. You are that group. You are the community of supporters that continues to bring about massive change in America's most powerful corporate boardrooms.

This is your last chance to give a tax-deductible donation to RAN in 2005 and we hope you'll take advantage of it!

[Give now and double your impact.](#)

Our Recent Victories



Goldman Sachs
Victory!



JPMorgan Chase
Victory!

Our Campaigns

Old Growth

Global Finance

Zero Emissions

Email Composition

► Newsletter

- Include a table of contents
- Keep it well-formatted, well-sectioned
- Employ short introductions
 - Links to full articles
- Maintain regular delivery schedule

Link to
Archive



The SFPO Disp@tch

INFO & ACTION ALERTS TWICE A MONTH

www.sfpeople.org

Sets
Delivery
Expectations

OUR PICKS FOR THIS EDITION (5/5/2006)

TOP PICK:

1) SATURDAY 5/6: Campaign Kickoff for Prop A: 'Stop Homicide Now!'

Join the grassroots campaign for a real, hopeful and winnable way to address the root causes of violence.

2) Who Wouldn't Want This? Clean Energy for the City by the Bay

May 15: Fun rally at Civic Center! Remind Mayor Newsom that SF wants clean energy now!

3) Help Give SF's Working Families a Chance at Home Ownership

May 10: Critically important decision about affordable housing at City Hall

4) SFPO Is Hiring! Seeking a Kick-ass Part-time Organizer

Get on the ground floor of SF's budding, hopeful coalition. Help organize our members and coordinate our annual convention!

5) THANK YOU for Supporting SFPO Last Month!

Big thanks for successful Art Auction and 'Ruin, Rubble, & Race' panel!

Index of
Content

Full
Content

1) SATURDAY: Campaign Kickoff for Prop A: 'Stop Homicide Now!'

Saturday 5/6 (tomorrow!) marks the beginning of a month-long push for something real, hopeful, and winnable. The Proposition A campaign—"Stop

Got Something for the Dispatch?

For future editions, we welcome tips and submissions from SFPO member organizations. And we encourage new organizations to join SFPO and contribute to this effort. We won't run every submission in the Dispatch, but we will make every effort to share news and actions reflecting San Francisco's diverse progressive communities.

E-mail your submissions to editor@sfpeople.org

What Is the Dispatch?

The SFPO Dispatch is an e-mail bulletin put together by the San Francisco Peoples' Organization. Twice a month, the SFPO Dispatch provide news and announcements, covering important issues and events throughout the city. The

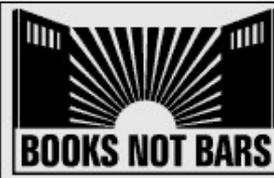
Submission
Info

Newsletter
Description

Email Composition

► Live Event

- Make sure that you include all the info that people need:
 - Date, time, location, directions, map link
 - Purpose and cost
 - Phone number to call for more info
 - RSVP info, link to registration page
 - Appropriate fundraising “hook”
- No reason to announce an event if people do not have the info to attend it



Fighting for a California that lifts young people up instead of locking them down.

PLEASE FORWARD ** PLEASE FORWARD WIDELY ** PLEASE FORWARD

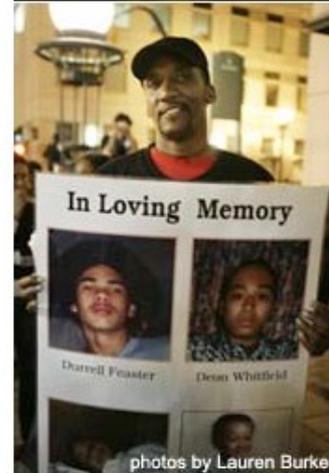
Jan 19: Please Join Us, Memorial for Durrell and Deon

"My son's and Deon's deaths showed the world that California's youth prisons are a national disgrace. We can build a new way of taking care of our youth in trouble. My son shall not have died in vain."

--Allen Feaster, father of Durrell Feaster

On January 19, 2003, the abuse and isolation of CYA drove Durrell Feaster and Deon Whitfield to take their lives. The system that was supposed to give them a second chance left them no hope. Two years later, the CYA has failed to close the dangerous youth prisons that cost these young men their lives.

Next Thursday, we will gather in the East Bay to honor Durrell, Deon, and all of the families who have lost youth to the CYA youth prisons. Please join us for an evening that promises to be moving and inspirational.



Purpose →

Time &
Location →

Contact
& RSVP →

What: NOT IN VAIN: The Two-Year Memorial in Honor of Durrell and Deon

When: Thursday January 19, 2005
6:30-7:30 pm

Where: Downs Memorial United Methodist Church
Fellowship Hall
6026 Idaho St
Emeryville, CA 94608

Online Map: <http://tinyurl.com/csu76>

RSVP: david@ellabakercenter.org
or 510-428-3939, ext. 243

Email Composition

► Coordinated Simultaneous Event

- Provide links to
 - Find Event
 - Host Event
 - RSVP for event
- Include links to downloadable signs and materials
- Provide local press release template and local press contacts
- Allow supporters to post report-backs and images

Summary

- ▶ Different types of email messages require different content and design
- ▶ Design for function
 - Action Alert: Clear directions, tracking support
 - Fundraising
 - Newsletter
 - Events
 - Coordinated Simultaneous Event

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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

Funded by the Community Technology Foundation of California

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5

