Web Sites 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 “Web-based 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 have responsibility for content and strategy for their org web site(s)

► Activists who have little or no hands-on web development experience

► This training may not be as appropriate for those who have already done one or more web-based campaigns
First Things: Goals

► Understanding of fundamental concepts in web campaigning in terms
  ▪ Strategy
  ▪ Technology
  ▪ Processes

► Ability to apply the above after the training
First Things: Disclaimers

► This course is not “how to build a web site”
  ▪ “HTML” and other technical terms have a limited role in the agenda

► Technology details are only covered as they relate to strategy and planning
  ▪ Please ask any time we use unfamiliar terminology!
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

Web Campaigning Fundamentals
- Web Site Goals and Audience
- Campaign Web Site Anatomy
- Organizational Publishing and Decision Making
Agenda Overview

- Website Life Cycle
  - Website Development Process
  - Promoting Your Website
  - Metrics and Traffic Analysis
  - Maintenance

- Web Content Best Practices
  - Writing For the Web
  - Design Element Best Practices
Agenda Overview

► Selected tool survey topics
  ▪ Influencing Decision Makers
  ▪ Mobilizing For an Event
  ▪ Building Community
  ▪ Educating Audiences
  ▪ Raising Money
  ▪ Blogging
First Things

Topics Not Addressed in Today's Training

- “Offline” campaigning and organizing skills
  - We touch on core principles, but not “how-to's”
- Actual graphic design and HTML layout
  - We discuss design process, not “hard” design skills
- Web platform technology selection
  - We'll discuss a range of options, but...
- Database and email management
First Things

► Limitations of eOrganizing and the Web
  ▪ 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
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

Outcomes of successful 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
First Things

► 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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