

# Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

## Mobilizing for an Event

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

Funded by the Community Technology Foundation of California

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# Learning Goals

- ▶ Contrast “convergence” events with “distributed events”
- ▶ Note best practices for event pages
- ▶ Enumerate types of distributed events
- ▶ Learn distributed event process
- ▶ Identify key web coordination features
- ▶ Remember to build in “report backs”

# Mobilizing for an Event

- ▶ Types of online event organizing
  - Mobilizing for a large public event
    - Expect people to come from out of town
    - Give people materials they can print
  - “Distributed events”
    - National Day of Action / House Parties / Movie Screenings
    - Require hosts who will be responsible for each site

# Mobilizing for an Event

## ▶ Best practices for event pages

- Make date and time easy to find everywhere
  - Have start and stop times
- Have a contact phone number, not just email
- Test directions that you post, verify they work
- If there is limited space have RSVP or waiting list
- Don't display events that have already happened
- Provide zip code search

# Mobilizing for an Event

- ▶ Promote the Event
  - Online: emails, cross-links, blogs
  - Offline: Flyers, ads
- ▶ Help supporters get to the event and deal with logistics while there
  - Ride board
  - Housing board
  - Maps and directions

# Mobilizing for an Event

- ▶ Types of distributed events
  - Protests / pickets
  - Vigils
  - Conference calls / Workshops
  - DVD screenings / discussion groups
  - Fundraising events
  - Lobby days

# Mobilizing for an Event

- ▶ Distributed event goals
  - Get people to turn out for the event
  - Show the breath of support to media and decision maker
- ▶ Distributed process points
  - Send email to supporters
    - Target for geographical relevance
  - Call super activists, recruit them as event hosts

# Mobilizing for an Event

- ▶ Distributed event web site features
  - Search for events
  - Let hosts post new events
  - Get event hosts
  - Give event organizers what they need to succeed
    - Event Guides
    - Help email and phone number for support
    - Mailing list for hosts to chat with each other
    - Conference call(s)

# Mobilizing for an Event

- ▶ Engage your distributed event hosts
  - Thank them early and often
  - Respond to their email quickly and personally
  - Survey after the event for feedback on the event and the process
  - Offer other opportunities to help and tag hosts as super organizers



# Center for Progressive Leadership Action Network

Connecting the Next Generation of Progressive Leaders

Home Page

Grassroots Mobilization

+ Summary

+ Training Details

+ Hosting a House Party

+ Getting Involved

Impacting the Media

Future Network Trainings

Join the Network

About CPL Action Network

Welcome to the Center for Progressive Leadership Action Network. Sign up to receive our regular newsletters to find out about upcoming leadership trainings and opportunities for progressives to get involved.

Email address:

State:

Select

Join



## National Grassroots Mobilization Training

*In house parties all over the country on September 21st*

On September 21st, activists will get together **in house party trainings all over the country** to learn the fundamentals of grassroots action, including tools for volunteer recruitment and direct voter outreach.

[Click here to see the map of all the house party trainings...](#)



This is a great opportunity for progressives around the country to learn how we can work together to win in the short term while **building an infrastructure for long-term success.**

- [New! Use our National Map to Join a House Party](#)
- [Apply to Host a House Party Training Today](#)



[Click here to host a house party training in your community](#)

**Organizations Involved:**

**Wellstone Action!**

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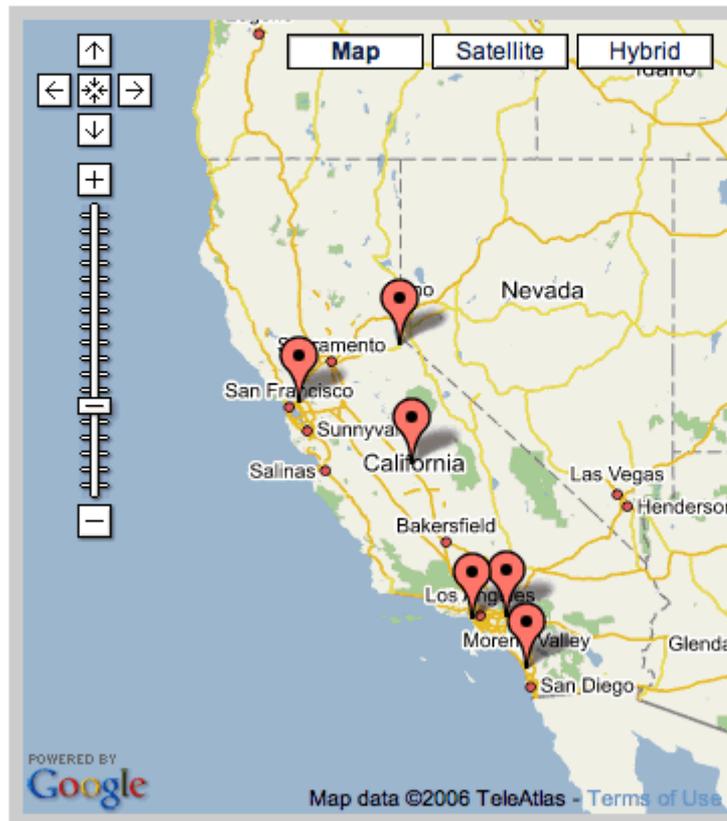
State:

Join



## National Grassroots Mobilization Training

*In house parties all over the country on September 21st*



[Click here](#) to go back to the national map and see all the house parties across the country.

## House Parties in California

### CODEPINK PALMS HOUSE

757 Palms Ave  
VENICE, CA 90291  
Current Attendees: 17  
Maximum Attendees: 100  
▶▶ [Join this event](#)

### Home of Errol & Linda Miller

4164 Miguel Street  
Chino, CA 91710  
Current Attendees: 6  
Maximum Attendees: 25  
▶▶ [Join this event](#)

### Bonnie's house

583 Seneca Dr.  
south Lake Tahoe, CA 96150  
Current Attendees: 2  
Maximum Attendees: 10  
▶▶ [Join this event](#)

### Janice Ledgerwood

1475 N. Wilson Avenue  
Fresno, CA 93728  
Current Attendees: 1  
Maximum Attendees: 10  
▶▶ [Join this event](#)

### Cecille's Home

- Home Page
- Grassroots Mobilization
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## National Grassroots Mobilization Training

*In house parties all over the country on September 21st*

There are still spots available for the house party you chose! The details for the event are:



**Janice Ledgerwood**  
 1475 N. Wilson Avenue  
 Fresno, CA 93728  
 Current Attendees: 1 (Maximum is 10)

Questions? [You can click here and email the host](#)

First Name <input type="text"/>	Last Name <input type="text"/>
Email <input type="text"/>	Phone <input type="text"/>
Street <input type="text"/>	Street 2 <input type="text"/>
City <input type="text"/>	State/Region <span style="border: 1px solid black; padding: 2px;">Select One...</span>
Zip/Postal Code <input type="text"/>	<input type="text"/>

Do you want to share your contact information with other training participants?  Yes  No

How did you hear about the National Grassroots Mobilization Training? [Dropdown]

Other Details

### Demographic Information (Optional)

The CPL Action Network is committed to diversity in our programs, including gender, ethnic, racial, economic, sexual orientation and education. We ask that you complete these optional questions so we can assess our progress in creating programs that match the full diversity of our communities.

Gender [Dropdown]

Age

Ethnicity [Dropdown]

Other Ethnicity

Income [Dropdown]

Educational Experience [Dropdown]

Non Profit/Community Organizing Experience [Dropdown]

Political Campaign/Organizing Experience [Dropdown]

Click Submit to send you registration to the Center for Progressive Leadership Action Network.

Note: After you submit your information, you'll receive an automatic email confirming your registration. If you don't receive this email, please check your spam filter in your email program. If you haven't received any confirmation after 3 hours, please contact us directly at [registration@cplaction.org](mailto:registration@cplaction.org).

# Mobilizing for an Event

- ▶ Promote the Event
  - Online: emails, cross-links, blogs
  - Offline: Flyers, ads
- ▶ Host the event, and have resources ready
  - Event kits and scripts
  - Materials and DVD
  - Signup list and sign in sheet (with a way to put data back into the system)

# Mobilizing for an Event

- ▶ Distributed events should have reports backs
  - Pictures
    - Use services like Flickr to avoid coding
  - Narrative stories and quotes
    - Provide a form for submissions
  - Example: MoveOn vigil slide show
    - <http://pol.moveon.org/cindyvigils/pics.html>
    - <http://www.flickr.com/photos/moveon/sets/774501/show/>



# QUARANTINE WAL★MART

NATIONAL DAY OF ACTION: JUNE 2nd, '06

Quarantine Walmart!

Bureau of Worker Health

Press Room

## Do it Yourself!

Launch a Quarantine

Join a Quarantine

Sound the Alarm!

Order Your Quarantine Kit



**TELL YOUR GOVERNORS TO QUARANTINE WAL-MART**

## Notice of Quarantine

On June 2nd, while CEO Lee Scott was convening Wal-Mart's annual shareholders meeting, thousands of concerned citizens from the Bureau of Worker Health dressed in hazmat suits and armed with yellow caution tape put Wal-mart locations across the country under quarantine.

[\[Read Press Coverage...\]](#)

## VIDEO of Quarantine Actions



Watch video!

[Fayetteville, AR](#)

[San Francisco, CA](#)

[Philadelphia, PA](#)

## Mountain View, CA

On Friday June 2, as Walmart was convening its annual shareholders meeting, Raging Grannies Action League carried out a "quarantine" of Wal-mart store in Mountain View ... [\[Read More\]\]](#)



Audio Report



SIGN-UP!  e-mail  zip

ACTIONS IN YOUR HOOD!  zip

DONATE TO OUR CAMPAIGN

## June 2nd Quarantine Actions!



QUARANTINE ACTIONS

## June 2nd Action Updates

[View All Action Reports](#)  
[View All Press Coverage](#)

## Fayetteville, AR

Clad in haz-mat suits and wielding rolls of caution tape, more than 40 concerned citizens from across Arkansas marched on the Wal-Mart Shareholders Meeting today in Fayetteville, ... [\[Read More\]\]](#)



Audio Report

## Chicago, IL

Chicago JWJ activists staged an action at the Wal-Mart store in Forest Park, Illinois. Some stood at the store entry holding the "Quarantine Wal-Mart" banner, while the rest ... [\[Read More\]\]](#)



Audio Report

Quarantine Walmart!

Bureau of Worker Health

Press Room

## ▶ Do it Yourself!

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**TELL YOUR  
GOVERNORS TO  
QUARANTINE  
WAL-MART**

## Quarantine Reports

See all reports [here](#). For full size pictures click on any picture below.  
Read press coverage [here](#)

### San Francisco, CA

Bureau of Workers Health (BWH) Deputies from ACORN, Ruckus, and Corporate Accountability International converged in San Francisco's financial district at 11 am today. Several dozen officials in hazmat suits served notices of quarantine at the downtown office's of Wal-Mart Board member Aida Alvarez at the UnionBanCal Corp building on California St.

BWH officials were armed with a letter articulating their concerns around Wal-Mart's failure to provide healthcare or a living wage to their employees. They attempted to enter the building and deliver this letter to Ms. Alvarez's staff members. Security guards denied their access to the offices. Several deputies from ACORN worked the bullhorn to notify San Franciscans of the damaging effects of unchecked Wal-Martitis.



**Watch Video Report**



**CLICK HERE TO:**

**Listen to Audio Report**



# Mobilization Tool Survey

## ▶ Integrated tools

- Democracy in Action
- GetActive
- Joomla
- Drupal

## ▶ General Purpose tools

- Freeconferencecall.com
- SurveyMonkey.com

# Mobilization Tool Survey

## ► Hosted tools

- Volunteer for change
- <http://bravenewtheaters.com/>
- Evite
- Meetup
- Upcoming
- Party planner
- Party2win
- Essembly

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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