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 website 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
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
National Grassroots Mobilization Training

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

**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](#)

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

Email

Street

City

Last Name

Phone

Street 2

State/Region

Select One...

Zip/Postal Code

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

How did you hear about the National Grassroots Mobilization Training?

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

Age

Ethnicity

Other Ethnicity

Income

Educational Experience

Non Profit/Community Organizing Experience

Political Campaign/Organizing Experience

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

Submit

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.
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/
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...]

MOUNTAIN VIEW, CA
On Friday June 2, as Wal-mart was convening its annual shareholders meeting, Raging Grannies Action League carried out a “quarantine” of Wal-mart store in Mountain View ... [Read More]
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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