High Impact eAdvocacy

Overview

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Infinite Possibilities

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Training Facilitators

► Allen Gunn

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► David Taylor

- Organizer and eAdvocacy Consultant

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First Things

► Introductions: Who are you?

► Our Goals

- Offer a basic overview on selected topics in online campaigning and new technologies

- Discuss essential processes for sustainable eAdvocacy

- Most importantly, answer your questions

► What Are Your Goals?

- Let's say it with Sticky Notes!

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First Things

- ▶ This training is envisioned as a dialog
  - ▪ We invite you to ask questions early and often
- ▶ 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!

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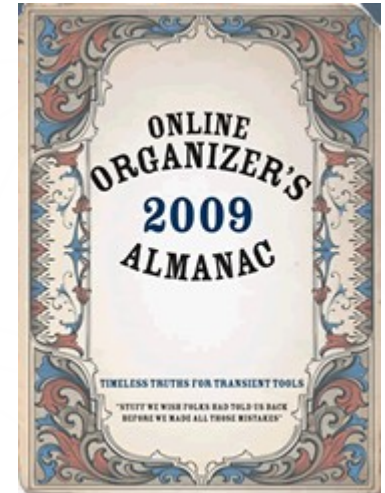BETTER TOOLS FOR A BETTER WORLD

Limitations of Online Organizing

► Digital divides

- Never forget who's 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 and campaign is different

- Your mileage will vary

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
- eAdvocacy is more about organizing and organizational challenges than tech challenges

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Aspiration's e-Capacity Initiative

▶ Goal: Organizational self-sufficiency online

▶ eAdvocacy Mentoring Program

- Cohort model for peer-based capacity gain
- On-demand trainings, calls, support

▶ Online Organizer's Almanac

- How-to's for "Accidental Organizers"
- www.organizersalmanac.org

▶ SocialSourceCommons.org

- Inventory of available tools

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End Of Section

►Questions?

►Comments?

Thank You!

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