

eAdvocacy: Basics, Best Practices and New Tools

Training Overview

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ZERO DIVIDE
Infinite Possibilities


ASPIRATION

**BETTER
TOOLS
FOR A
BETTER
WORLD**

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 online campaigning and new technologies
 - Discuss “new” tools—blogs, social networks, etc.
 - Most importantly, answer your questions
- ▶ **What Are Your Goals?**

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!

First Things: Audience

- ▶ Individuals who understand simple email communications (send & receive)
- ▶ Activists who have little or no email campaigning experience.
- ▶ We will strive to be inclusive
 - This training may not be as compelling for those who have already done one or more email-based campaigns

First Things: Goals

- ▶ Understanding of fundamental concepts in online campaigning
 - Strategy, Technology, Processes
- ▶ Exposure to email campaigning workflow
- ▶ Understanding of email composition best practices
- ▶ Ability to replicate the above after training

First Things: Goals

- ▶ Raised Awareness of “new” tools and terminology
 - Blogs and Social Networks
- ▶ Understanding of how to integrate new tools into your online campaigning
- ▶ Necessary knowledge to experiment after the training

First Things

- ▶ 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

- ▶ **Blogging essentials**
 - Strategic skills and tactics for effective blogging
- ▶ **Introduction to social networks**
 - How Facebook, Myspace, Change.org and other sites can play a role in your campaigning
- ▶ **Sustainable innovation:**
 - Experimenting and adopting new technologies

Agenda Overview

- ▶ Online Campaign design
 - Goals, Audience, Tactics, Tools
- ▶ Online Campaign calendaring
 - Time lines for communications and engagement
- ▶ Email best practices
 - building and sustaining lists, effective messages
- ▶ Measuring impact
 - Open rates and other indicators

Topics Not Addressed Today

- ▶ “Offline” campaigning and organizing skills
 - We touch on core principles, but not “how-to's”
- ▶ Graphic design and layout
 - Needed for visually striking email messages
- ▶ Technology selection
 - We'll tell you what we like
- ▶ Database management

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

Definitions and Concepts

- ▶ 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

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
 - It's more about organizing challenges than tech challenges

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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