Web Advocacy Training for Campaigners

Calendaring Campaigns

These training materials have been prepared by Aspiration and Radical Designs

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Learning Goals

► Define "Campaign Calendar"

► Discuss "Calendar Process"

► Consider role of "support content"

► Understand the need to adapt schedule

► Review a sample campaign calendar

► Distinguish range of engagement cycles

► Learn pre-send and post-send time lines

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Campaign Calendar

► "Campaign Calendar"

- A scheduled set of dates with planned email messages, online actions and other engagements that you maintain across a campaign

► Calendars allow you to

- Sustain consistent messaging
- Avoid list fatigue
- Coordinate internal processes and projects

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Calendaring Process

▶ Define the role that email will play in your messaging and mobilization strategies

▶ Characterize your email campaign calendar as a story that spans your timeline:

   ▪ "*We'll do general education 3 months out, get supporters focused with online actions 2 months out, then pump up email delivery frequency in the 4 weeks leading up to mobilization date*"

▶ Know your message arc

   ▪ How are you educating and moving your base towards action?

Calendaring Process

► Message calendering is the art of scheduling the known together with the unknown

- Create initial calendar, then evolve over time

► Establish a pace

- How often will you hit your list?

► When will you escalate delivery rate?

- Lead-up and follow-up around events

- When is the finish line? Is there one?

Calendar Process

► Who manages the calendar?

- What is the role and responsibilities?
- Are they empowered to resolve the following…

► What is the process for

- Adding messages to the calendar?
- How do you resolve conflicts; what gets bumped?
- Balancing campaign goals with list fatigue?
- Storing and tracking calendar milestones?

Building the Calendar

►Identify known events and milestones

 ▪ What are fixed dates you know you'll message?

►Slot in support content to complement pace

 ▪ These message dates are subject to change

►Identify list segments for "micro-targeting"

 ▪ Messages to segments impact larger calendar

►Evolve the calendar as campaign develops

 ▪ Remain flexible, adapt to feedback & results

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Evolving the Calendar

► You can't know the future when you calendar

- Your calendar must be adaptable

► Be ready to respond to:

- New developments in campaign

- Shift in organizational priorities

- Current events: tie breaking news to campaign

► Calendar changes must be transparent

- All stakeholders need to know what and why

"Support" Content

▶ Support content is used for messaging during "down times" or lulls in the campaign

▶ Education pieces

- About your issue, your target(s), your other work

▶ Non-tactical online engagements

- Sign a petition, take a survey, spread the word

▶ Shout-outs for allies and related causes

▶ Donation appeals

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Sample Campaign Calendar

► Example: Messaging arc for a mobilization

- 5-month cycle for national day of action against corporate target

- Key milestones include identifying target, launching campaign, launching sign-on letter and publishing it, and a national day of action

- Engagement cycles for action takers, letter signers, donors, event hosts and participants

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Sample Campaign Calendar

Campaign Milestone	Messages to send	Send Date	Micro-cycles
Campaign Target Selection	Target list Survey	5 month out	
Target announcement	Announcement talking points Online action to target	4.5 months out 4 months out	
			Action cycle
	Education – viral activity Sign-on letter announcement	3.5 months out 3 months out	
			Sign-on cycle
Launch sign-on-letter	Sponsor ad-buy	2.5 months out	
			Funder cycle
	Announce day of action Launch ad buy	8 weeks out 6 weeks out	
Ad buy with letter	Video about target – viral Update on day of action	4 weeks out 2 weeks out	
			Host cycle Participant cycle
	Day of action lead-in with donor appeal DOA reminder	1 week out 1-2 days before	
National day of action	Follow up on DOA Donation appeal	Day after Day after	

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Engagement Cycles

▶ When people engage online, reciprocate with an online engagement cycle

▶ Possible cycles include:

- Online Take-Action cycle

- Email Sign-On cycle

- Donation cycle

- Day-of-Action Event Host and Participant cycles

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Blast Pre-Send Time Line

► If a message is going out on date X, what needs to be ready when?

- Message development: Content authored

- Template selected/designed

- Images and other media assets ready to go

- Click-through page and content ready to go

- Integration of all the above to be blast-ready

- Testing, testing, testing...Blast!

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Blast Pre-Send Time Line

► Sample Timeline for scheduled blast (YMMV)

- Content authored: 7-14 days out

- Template selected/designed: 5-7 days out

- Images and other media assets: 4-5 days out

- Click-through page and content: 3 days out

- Integration: 2 days out

- Testing, testing, testing: day before

- Blast!

Blast Post-Send Time Line

▶ Verify blast processed by mailing host

▶ Check replies: immediately and always

▶ Check open/clickthru rates after 12-24 hours

▶ Check unsub count on list after 1-3 days

▶ Assess effectiveness of blast after 2-4 days

▶ Adjust future calendar items based on results and learnings

Section Summary

- Campaign Calendar gives pace and structure to campaigns

- Calendar Process makes for sustainable calendars and campaigns

- Enhance with "support content"

- Adapt schedule as campaign evolves

- Know the range of engagement cycles

- Follow pre-send and post-send time lines

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End Of Section

►Questions?

►Comments?

Thank You!

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