

# High Impact eAdvocacy

## Overview

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Funded by the ZeroDivide Foundation and California Consumer Protection Foundation

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# Training Facilitator

## ▶ Matt Garcia

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▶ [www.aspirationtech.org/training/eadvocacy](http://www.aspirationtech.org/training/eadvocacy)

# 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

# Goals

- ▶ What Are Your Goals?
  - ▶ Measurable
  - ▶ What does success look like?
  - ▶ Tool Agnostic
    - ▶ Make sure that your communications plan stays intact when the tool that you're using fails you

# Programmatic Goal

Communications Goal

Communications Goal

Tool

Tool

Tool

Tool

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# Draw attention to emerging artists

Increase the attendees  
to an artist's opening

Twitter

Email

Increase the visits to an  
artist's website

Facebook

Blog

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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!

# 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

# 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
- ▶ Answr.net
  - Best practices for online communications
- ▶ SocialSourceCommons.org
  - Inventory of available tools

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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