High Impact eAdvocacy

Overview

These training materials have been prepared by Aspiration in partnership with Radical Designs
Funded by the ZeroDivide Foundation and California Consumer Protection Foundation
These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5
Training Facilitators

► Matt Garcia
  ▪ Online Communications Manager
  ▪ matt@aspirationtech.org

► Misty Avila
  ▪ eAdvocacy Program Coordinator
  ▪ misty@aspirationtech.org

► www.aspirationtech.org/training/eadvocacy
First Things

► Introductions: Who are you?

► Our Goals
  ▪ Use the “Listening Tour” feedback you gave us to inform the content of the Central Valley trainings
  ▪ Get a handle on different online communications channels and how they compare to one another
  ▪ Give you a larger framework in which to understand how these tools should be used
  ▪ Most importantly, answer your questions

► What Are Your Goals?
First Things

► This training is envisioned as a dialogue
  ▪ We invite you to 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
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
► CA Discuss email list
End Of Section

Questions? Comments?

Let’s do an interactive!

These training materials have been prepared by Aspiration in partnership with Radical Designs
Funded by the ZeroDivide Foundation
These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0
Help From Aspiration

• Central Valley Announcement List
• CA-Discuss Email List
• Answr.net
• Email:
  – matt@aspirationtech.org
  – misty@aspirationtech.org