

# 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

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# Training Facilitators

## ▶ Matt Garcia

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## ▶ Misty Avila

- eAdvocacy Program Coordinator
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▶ [www.aspirationtech.org/training/eadvocacy](http://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

# 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
- ▶ Answer.net
  - Best practices for online communications
- ▶ CA Discuss email list

# End Of Section

- ▶ Questions? Comments?
- ▶ Let's do an interactive!

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# Help From Aspiration

- Central Valley Announcement List
- CA-Discuss Email List
- Answr.net
- Email:
  - [matt@aspirationtech.org](mailto:matt@aspirationtech.org)
  - [misty@aspirationtech.org](mailto:misty@aspirationtech.org)