High Impact eAdvocacy

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
  ▪ Discuss essential processes for sustainable eAdvocacy
  ▪ Go away with usable tools to facilitate online community building at your organization
  ▪ Most importantly, answer your questions
First Things

- This training is envisioned as a dialog
  - We want your input as much as possible
- 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 Central Valley eAdvocacy

- Goal: Organizational self-sufficiency online
- eAdvocacy Capacity-Building Trainings
- Email Discussion List
- Central Valley “Office Hours”
- Answr.net
  - Best practices for online communications
- SocialSourceCommons.org
  - Inventory of available tools
- Next Steps?
Let’s Talk About 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
Draw attention to local youth artists

Increase the attendees to an artist’s opening

- Twitter
- Email

Increase the visits to an artist’s website

- Facebook
- Blog
Activity:

What are your measurable communications goals?
End Of Section

► Questions?
► Comments?

Thank You!

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Better Tools for a Better World