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

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

► Introductions: Who are you?

► Our Goals
  - Use the “Listening Tour” feedback you gave us to inform this first training of the series
  - 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 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

► 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:
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