

# eAdvocacy: Basics, Best Practices and New Tools

## Calendaring Campaigns

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# Learning Goals

- ▶ Define “Campaign Calendar”
- ▶ Discuss “Calendar Process”
- ▶ Consider role of “support content”
- ▶ Understand the need to adapt schedule
- ▶ Review a sample campaign calendar
- ▶ Distinguish range of engagement cycles
- ▶ Learn pre-send and post-send time lines

# Campaign Calendar

## ► “Campaign Calendar”

- A scheduled set of dates with planned email messages, online actions and other engagements that you maintain across a campaign

## ► Calendars allow you to

- Sustain consistent messaging
- Coordinate internal processes and projects
- Avoid list fatigue

# Calendaring Process

- ▶ Define the role that internet will play in your messaging and mobilization strategies
- ▶ Characterize your online campaign calendar as a story that spans your timeline:
  - *"We'll do general education 3 months out, get supporters focused with online actions 2 months out, then pump up email delivery frequency in the 4 weeks leading up to mobilization date"*
- ▶ Know your message arc
  - How are you educating and moving your base towards action?

# Calendaring Process

- ▶ Message calendaring is the art of scheduling the known together with the unknown
  - Create initial calendar, then evolve over time
- ▶ Establish a pace
  - How often will you hit your list?
- ▶ When will you escalate delivery rate?
  - Lead-up and follow-up around events
  - When is the finish line? Is there one?

# Calendar Process

- ▶ Who manages the calendar?
  - What is the role and responsibilities?
  - Are they empowered to resolve the following...
- ▶ What is the process for
  - Adding messages to the calendar?
  - Resolving conflicts - what gets bumped?
  - Balancing campaign goals with list fatigue?
  - Storing and tracking calendar milestones?

# Building the Calendar

- ▶ Identify known events and milestones
  - What are fixed dates you know you'll message?
- ▶ Slot in support content to complement pace
  - These message dates are subject to change
- ▶ Identify list segments for “micro-targeting”
  - Messages to segments impact larger calendar
- ▶ Evolve the calendar as campaign develops
  - Remain flexible, adapt to feedback & results

# Evolving the Calendar

- ▶ You can't know the future when you calendar
  - Your calendar must be adaptable
- ▶ Be ready to respond to:
  - New developments in campaign
  - Shift in organizational priorities
  - Current events: tie breaking news to campaign
- ▶ Calendar changes must be transparent
  - All stakeholders need to know what and why



# “Support” Content

- ▶ Support content is used for messaging during “down times” or lulls in the campaign
- ▶ Education pieces
  - About your issue, your target(s), your other work
- ▶ Donation appeals
- ▶ Non-tactical online engagements
  - Sign a petition, take a survey, spread the word
- ▶ Shout-outs for allies and related causes

# Sample Campaign Calendar

- ▶ Example: Messaging arc for a mobilization
  - 5-month cycle for national day of action against a corporate target
  - Key milestones include identifying the target, launching campaign, launching sign-on letter and publishing it, and a national day of action
  - Engagement cycles for action takers, letter signers, donors, event hosts and participants

# Sample Campaign Calendar

Campaign Milestone	Messages to send	Send Date	Micro-cycles
Campaign Target Selection	Target list Survey	5 month out	
Target announcement	Announcement talking points Online action to target  Education – viral activity Sign-on letter announcement	4.5 months out 4 months out  3.5 months out 3 months out	Action cycle  Sign-on cycle
Launch sign-on-letter	Sponsor ad-buy  Announce day of action Launch ad buy	2.5 months out  8 weeks out 6 weeks out	Funder cycle
Ad buy with letter	Video about target – viral Update on day of action  Day of action lead-in with donor appeal DOA reminder	4 weeks out 2 weeks out  1 week out 1-2 days before	Host cycle Participant cycle
National day of action	Follow up on DOA Donation appeal	Day after Day after	

# Engagement Cycles

- ▶ When people engage online, reciprocate with an online engagement cycle
  - Your engagement should map to their activity
- ▶ Possible cycles include:
  - Online Take-Action cycle
  - Email Sign-On cycle
  - Donation cycle
  - Day-of-Action Event Host and Participant cycles

# Blast Pre-Send Time Line

- ▶ If a message is going out on date X, what needs to be ready when?
  - Message development: Content authored
  - Template selected/designed
  - Images and other media assets ready to go
  - Click-through page and content ready to go
  - Integration of all the above to be blast-ready
  - Testing, testing, testing...Blast!

# Blast Pre-Send Time Line

- ▶ Sample Timeline for scheduled blast (YMMV)
  - Content authored: 7-14 days out
  - Template selected/designed: 5-7 days out
  - Images and other media assets: 4-5 days out
  - Click-through page and content: 3 days out
  - Integration: 2 days out
  - Testing, testing, testing: day before
  - Blast!

# Blast Post-Send Time Line

- ▶ Verify blast processed by mailing host
- ▶ Check replies: immediately and always
- ▶ Check open/clickthru rates after 12-24 hours
- ▶ Check unsub count on list after 1-3 days
- ▶ Assess effectiveness of blast after 2-4 days
- ▶ Adjust future calendar items based on results and learnings

# Section Summary

- Campaign Calendar gives pace and structure to campaigns
- Calendar Process makes for sustainable calendars and campaigns
- Enhance with “support content”
- Adapt schedule as campaign evolves
- Know the range of engagement cycles
- Follow pre-send and post-send time lines



# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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