Effective Online Communications

Online Advocacy & Community Building

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 4.0
Who is Aspiration?

- Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.
Who is Aspiration?

- An NGO in San Francisco that exists to support and advise Nonprofit and Foundation Staff
  - On how to Apply Technology
  - On their Terms to
  - Achieve Impact in their
  - Program, Mission and Social Justice Work

- http://www.aspirationtech.org
- http://blog.socialsourcecommons.org
Introductions

➤ Misty Avila
  ➤ misty@aspirationtech.org

➤ Jessica Steimer
  ➤ jessica@aspirationtech.org

➤ Javier Kordi
  ➤ javier@aspirationtech.org
First Things

- This training is envisioned as a dialog
- 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!
Goals

- Introduce processes and workflows to make online organizing more effective
- Have great conversations
- Most importantly, get your questions answered
Thank You!

▸ Questions?

▸ Comments?

Aspiration distributes all our materials under a Creative Commons license, and we encourage re-use, modification, and re-distribution in any situation where they may be useful.