

Effective Online Communications

Online Advocacy & Community Building

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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

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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?

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