



California Nonprofit Technology Festival Outreach Guide

California Nonprofit Technology Festival in Richmond, September 25-26

We're grateful to have your help with getting the word out about CA Tech Fest. To facilitate, we put together this guide with sample language, social posts, and links to content. Feel free to edit, remix, and spread the word to friends and allies. This guide can also be found online: <https://aspirationtech.org/events/catechfest/richmond/2014/september/outreachguide>

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Event Info:

Where?

East Bay Center for the Performing Arts
339 11th St, Richmond, California 94801

When?

Thursday and Friday, September 25-26, 2014
9:00AM- 4:30PM PT

Have questions or contributions? Email us at richmondtechfest@aspirationtech.org
Special thanks to Mozilla and #MakerParty folks for inspiring this guide's layout and content.

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1. Sharable description for newsletters, blogs, social media, websites, and email.

We're excited to join the California Nonprofit Technology Festival in Richmond, California on September 25-26. The CA Tech Fest is a two-day gathering of over 100 folks from California and abroad who are passionate about leveraging technology and creative media for social justice, and we'd love to have your presence at the convening.

The CA Nonprofit Technology Festival attracts nonprofit staff, organizers, media makers, educators, and technologists that are passionate about advancing social change. The convening is envisioned as a safe and collaborative space for us to voice our thoughts, engage in critical dialogue, and build genuine connections. Through small group discussions and workshops, we seek to build capacity to advance social change efforts across the state.

We anticipate topics ranging from social media strategy, constituent engagement, digital privacy and security, media advocacy, and even self-care for organizers. The final agenda and topics are set collaboratively on the first morning of #CATechFest, after taking into account the needs and desires of the people in the room. Anyone and everyone is welcomed to facilitate a session if they have an outcome in mind. If you're interested, get in touch with us or Aspiration and we'll try to make it happen.

We encourage you to join us at CA Tech Fest, hosted for the first time in the unique community of Richmond, California. It will be a space where everyone is welcome to share their story, foster an ethic of listening, and leave with connections to a passionate and growing community.

Sliding scale registration is available for those in need and/or those interested in volunteering. Just get in touch with us or Aspiration: richmondtechfest@aspirationtech.org

Event page: <https://aspirationtech.org/events/catechfest/richmond/2014/september>

Registration page: <http://catechfestrichmond.eventbrite.com/>

2. Social media sharing and short links

Bitly short links:

- Event page: j.mp/CatfRichmond
- Event invitation: j.mp/CATechFestInvite

Social Media Posts:

- #SFBayArea activists & #nonprofits- join #CATechFest Richmond 9/25-26 to learn about using tech in social justice: j.mp/CatfRichmond
- Bringing #CATechFest to the Bay! Make friends & learn about using tech & media in social justice: j.mp/CatfRichmond
- Partnering with @AspirationTech to build social justice capacity at #CATechFest Richmond in Sept. Come join! j.mp/CAtfRichmond
- Movimientos Sociales de CA: Vengan a Richmond 25-26 sept. para aprender como usar tecnologia en justicia social: j.mp/CAtfRichmond
- Aspiration's #CATechFest numero cinco is coming up! Connect with people who share your passion and walk away with concrete tech skills: j.mp/CAtfRichmond

3. Links to related video, photos, blogs.

This content highlights the thoughts and experiences of prior CA Tech Fest participants. Use these stories freely and creatively to complement your outreach.

[Video] Made during a session at CA Tech Fest Los Angeles: <http://vimeo.com/91462634>

[Photos] Albums of CA Tech Fest moments:
<https://secure.flickr.com/photos/aspirationtech/collections/72157646606134105/>

[Blog] Critical reflection by our friend at Healthy Richmond:
http://www.zerodivide.org/learning/blog/pulling_back_curtain_techxpertism_i_went_techfest_and_all_i_got_was%E2%80%A6

[Blog] Questions answered by CA Tech Fest Veterans:
<https://aspirationtech.org/blog/voicesfromtechfest>

[Blog] Reflection by a first-timer: <https://aspirationtech.org/blog/techfestla>

[Blog] Spanish-language reflection by our Costa Rican ally:
<http://sulabatsu.com/blog/noticias/movimientos-sociales-en-la-red-en-california-estados-unidos>

[Logo] CA Tech Fest banner: <https://www.flickr.com/photos/aspirationtech/14775140550/>

4. Tips

1. Join the online conversation by tweeting with hashtag [#CATechFest](#).
2. Twitter handles for other folks expected to be in attendance:

@AlGrano3
@healthyrichmond
@blackorgproject
@CCISCOCA
@EastBayCenter
@F_BarriosUnidos
@greenlining
@healthycityCA
@ryseyouthcenter
@sulabatsu
@aspirationtech

3. If you or someone you know wants to be added to the #CATechFest Twitter list, tweet to @aspirationtech asking to be added.

Current Twitter list: <https://twitter.com/aspirationtech/catechfest/members>

During Event:

- Tag your photos with #CATechFest on Instagram, Twitter, Flickr.
- Live notes will be captured in a crowd-sourced wiki page which will be set up closer to the event: <http://catechfest.aspirationtech.org/>
- Share links to your notes as they are posted on the wiki!

After Event:

- Scroll through [#CATechFest](#) Twitter feed and retweet things you missed.
- Tag your stray pictures on social media and contribute your stray notes to the event wiki.
- We'll send a participant list a few weeks after the event so that you can connect with people individually!