High Impact eAdvocacy:

Overview

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radicalDESIGNS

Aspirtion
Training Facilitators

► Misty Avila
  - eAdvocacy Program Coordinator
  - misty@aspirationtech.org

► www.aspirationtech.org/training/eadvocacy
Learning Goals

► Familiarize with email blasting software
► Receive introduction to best practices for eNewsletter composition
► Get the lowdown on Processes for Organizational Email Campaigns
First Things

Introductions: Who are you?

- Name
- Organization
- Email Blasting tool, if any
- What do you want to get out of today?
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!
Help From Aspiration

► CA-Discuss Email List
► Answr.net
► Email:
  ▪ help@aspirationtech.org
  ▪ misty@aspirationtech.org
End Of Section

►Questions? Comments?

►Let’s do an interactive!

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Activity:

Post-It Note Clustering