

# High Impact eAdvocacy: Overview

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# Training Facilitators

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▶ [www.aspirationtech.org/training/eadvocacy](http://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](mailto:help@aspirationtech.org)
  - [misty@aspirationtech.org](mailto:misty@aspirationtech.org)

# End Of Section

- ▶ Questions? Comments?
- ▶ Let's do an interactive!

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Funded by the ZeroDivide Foundation

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Activity:

# Post-It Note Clustering