High Impact eAdvocacy

Using Online Tools as a Nonprofit

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Introductions

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► Aspiration
  - Nonprofit
  - http://www.aspirationtech.org
  - Help social justice orgs use technology better for their missions
Audience Exercise

Who are your top three audiences in priority order?
Our Goals

► Discuss essential processes for sustainable online communications
► Go away with usable tools to facilitate online community-building at your organization
► Most importantly, answer your questions
Caveats of Online Tools

► Can take a lot of time
  ▪ Time = Money

► Big corporations who want your data
  ▪ You are the product

► There are billion of tools
  ▪ Which ones do we need?

► Tools change EVERY. SINGLE. DAY.
  ▪ How can we keep up?
What are your goals?

► Measurable

► What does success look like?

► Tool-Agnostic
  ▪ Make sure your communications plan stays in tact when the tool you are using fails you
<table>
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<tr>
<th>Goal</th>
<th>Measurability</th>
<th>What does success look like?</th>
<th>Tools</th>
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| Increase donations through online efforts | • Can ask people how they heard  
• Track referring link of Donation Thank You page | 50 new donators coming from online efforts | • Web Site  
• Facebook |
| Increase attendees at annual event through online efforts | • Compare this year's attendance to last year's  
• Have a “How'd You Hear” place on registration | 10% increase in attendance from last year | • Twitter  
• Texting |
Limitations of Online Organizing

► Digital divides
  ▪ Never forget who is left out by “e” strategies

► Trust relationships are best built in person
  ▪ Online organizing is most effective when it leverages established social networks and communities

► Each community and campaign is different
  ▪ Your mileage will vary
Online tools aren't a magic bullet

- You need:
  - An achievable campaign goal
  - A compelling message
  - Effective tactics to realize goal
  - A plan for engaging supporters and well-defined ways for them to plug in

- eAdvocacy is more about organizing and organizational challenges tech challenges
Aspiration's eAdvocacy Initiative

► Goal: Organizational self-sufficiency online
► eAdvocacy capacity-building trainings
► Social Source Commons
  ▪ http://socialsourcecommons.org
  ▪ Inventory of available tools
► SSC Blog
  ▪ http://blog.socialsourcecommons.org
4 Processes for Sustainability

► Audience Assessment
  ▪ Do you really know who you're talking to?

► Publishing Matrix
  ▪ Do you have a model for when to use what tool?

► Message Calendaring
  ▪ Is all online messaging on a unified calendar?

► Social Media “Dashboarding”
  ▪ Do you know where you're mentioned online?
End Of Section

► Questions?
► Comments?

Thank You!

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