

High Impact eAdvocacy

Using Online Tools as a Nonprofit

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Introductions

▶ Matt Garcia

- Director of Communications & Training
- matt@aspirationtech.org

▶ 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

Example Nonprofit Goals

Goal	Measurability	What does success look like?	Tools
Increase donations through online efforts	<ul style="list-style-type: none">• Can ask people how they heard• Track referring link of Donation Thank You page	50 new donators coming from online efforts	<ul style="list-style-type: none">• Web Site• Facebook
Increase attendees at annual event through online efforts	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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

Bottom Line

- ▶ 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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