High Impact eAdvocacy

Introduction to Online Tools for Nonprofits

ASPIRATION

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

Coming Up

- ▶ Review common types of nonprofit tech tools

- ▶ Look at how to connect them to your work

- ▶ Understand their place in the larger ecosystem

Web Sites
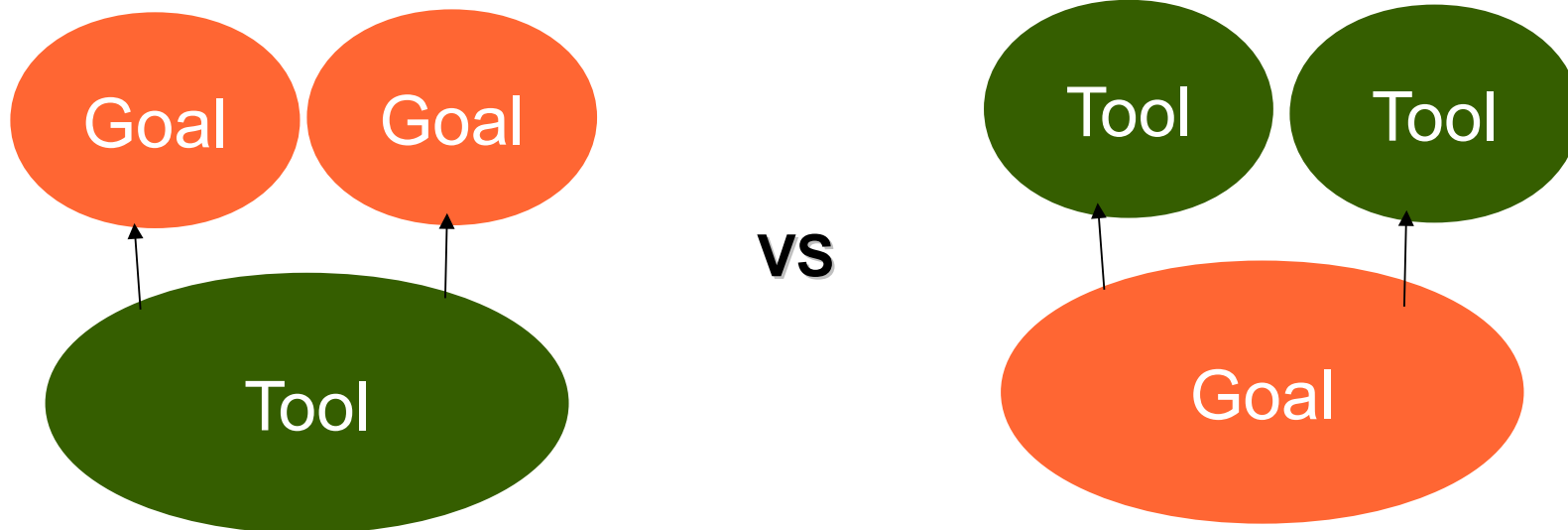
Donations

Events

Email Blasting

Advocacy

Contacts

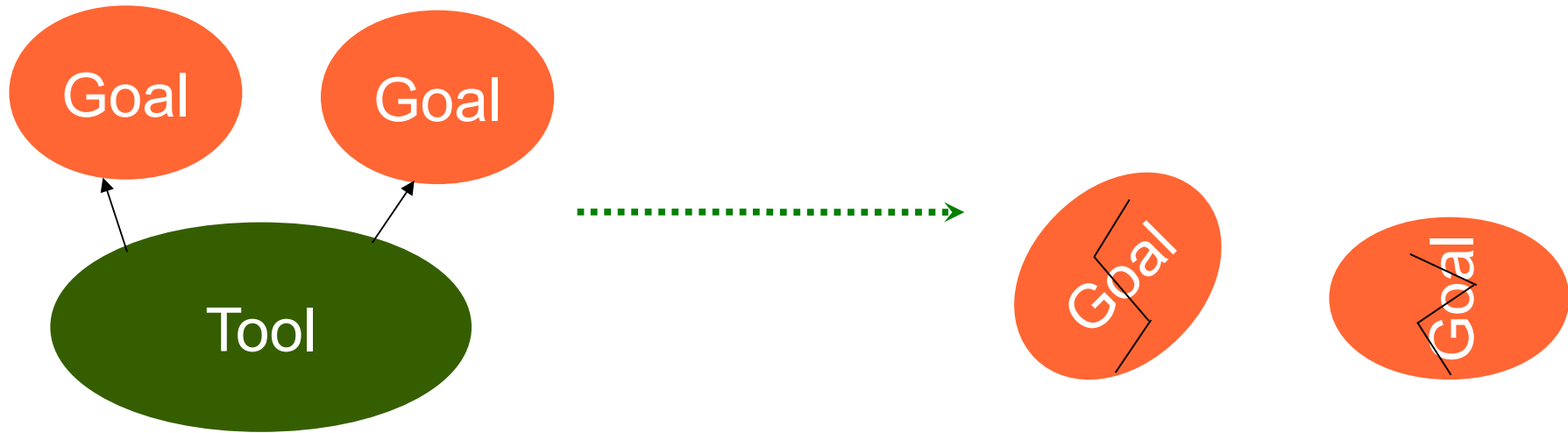Multi-Function Tools

Project Management

Social Media

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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

Goal   Goal

Tool

vs

Tool   Tool

Goal

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Tool Agnostic?

Example Nonprofit Goals

Goal	Measurability	What does success look like?	Tools
Increase donations through online efforts for scholarships	• Can ask people how they heard • Track referring link of Donation Thank You page	2 scholarships funded through 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

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Data > Tools

▶ Think of tools as impermanent

- Tools fall away, data (hopefully) stay

▶ Data is the most important organizational asset

- Content

- Contacts

- Process

▶ Plan for tech divorce when you choose a tool

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Data > Tools

▶ Open Source Tools

- Anyone can view the underlying software code

- Little or no licensing cost, upgrade costs

▶ Community Supported

- Mission-driven, not profit-driven

▶ Open source tools leave you in a leveraged position with your data

- You're not tied to a specific person or company

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Web Sites

▶ Manage, organize and create web site content

- Content Management System (CMS)

  - Manage a web site with a visual interface (buttons, WYSIWYG) rather than digging into raw code (HTML, CSS, PHP)

▶ Common Examples:

- Wordpress

- Drupal

- Joomla

Web Sites

Donations

► Accept and manage donations

- Online Donation Processors
  - Allow you to accept donations through your web site

- Peer to Peer Fundraising Tools

- Donor management Tools
  - Allow you to manage donors as contacts with information attached

► Common examples:

- Network for Good

- Click & Pledge

- Razoo

Donations

To Consider:

- Monthly Giving

- Employer Match

- In-Kind Donations

- Look & Feel of your web site

Events

▶ Create online event registration forms and manage participants

- Event Management Tools

  - Create, embed events

  - Accept registrations and payment

  - Manage registrants

- Form builders

  - Create forms that visitors can fill out on your web site

▶ Common examples:

- Eventbrite

- Evite

- Facebook Events

- Wufoo

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Events

Email Blasting

► Send organizational emails to large lists of constituents

- Email Blaster or "Broadcast" Email Tools

  - Largely protects you from being blacklisted for spam

  - Gives you analytics based on sends, lists

  - Allows you to put together professional-looking emails (relatively) easily

► Common examples:

- Vertical Response

- Constant Contact

- MailChimp

Tip:

Outlook is your evil master

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Email Blasting

Advocacy

▶ Create action online among your constituents

- Petition Builders

    - Allows you to create petitions then either embed, send out a link or email it to constituents

- "Contact Your Legislator" Tools

    - Matches constituents with their proper legislator automatically

▶ Common Examples:

- SignOn

- Votizen
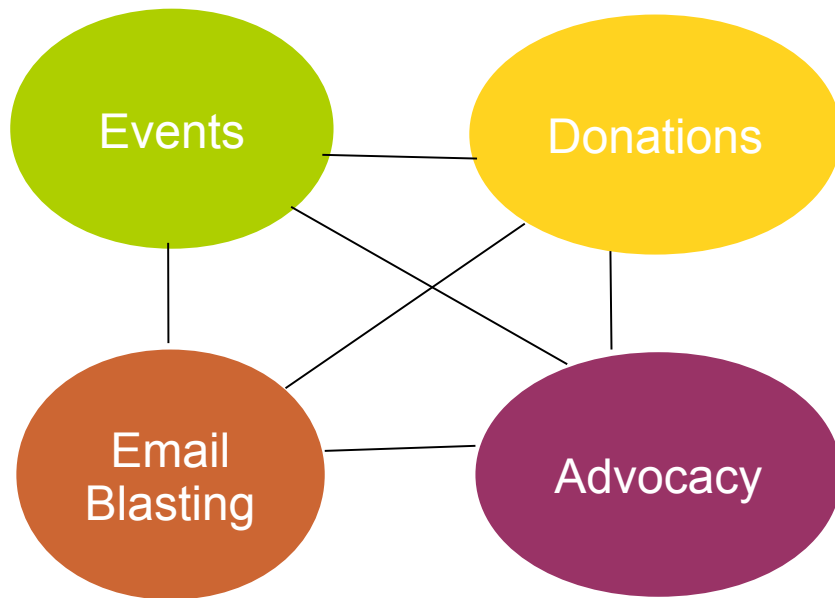
- Change.org

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Advocacy

Contacts

- ▶ Organize and manage organizational contacts

  - Constituent Relationship Manager (CRM)

    - Centralized Contact Database

    - Can attach information to contacts (e.g. event attendance, money donated, emails opened, etc.)

- ▶ Common examples:
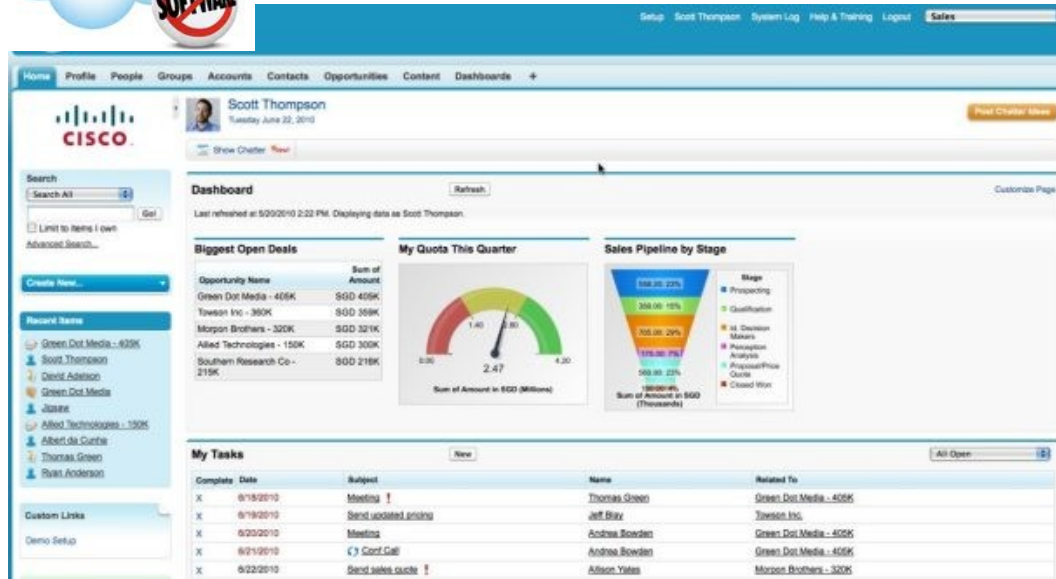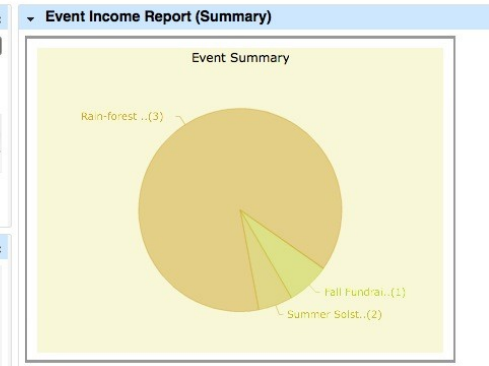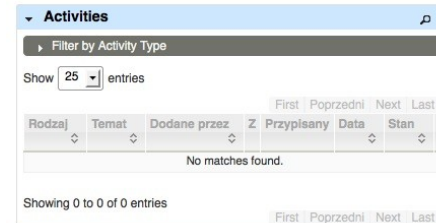
  - Salesforce

  - CiviCRM

  - Convio

Contacts

CRMs

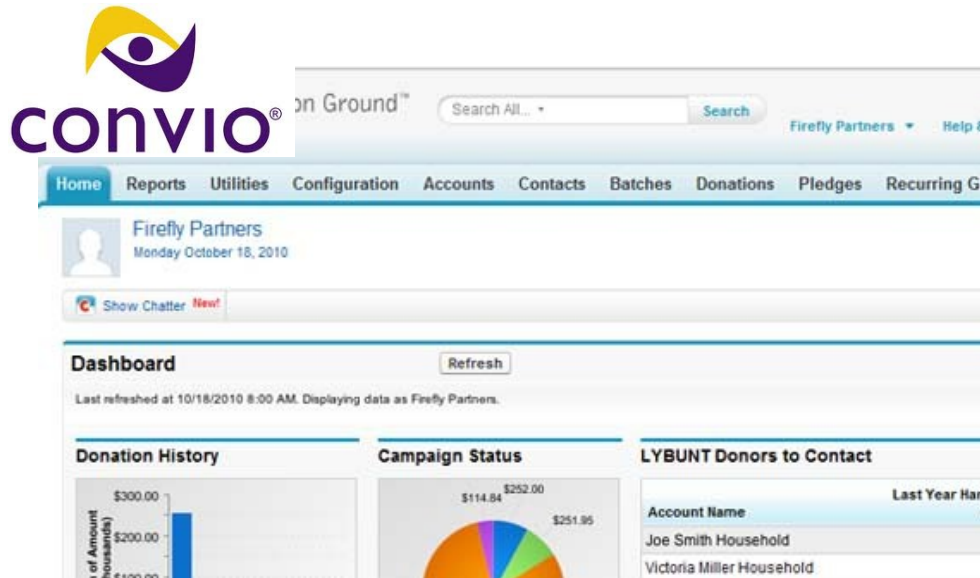# Multi-Function Tools

▶ Combine functionalities from the previous tools

- Multi-Function tools
    - Have a wide variety of function combinations (e.g. email blasting, advocacy, web site management, events, etc.)

▶ Many times their focus is around your contacts

- Many integrated tools act as CRMs

▶ Common Examples:

- Salsa from Democracy in Action
- Nation Builder
- eTapestry
- Wild Apricot

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Multi-Function Tools

▶ Different tools combine different functions

- What are you trying to get done?

Web Site **Advocacy** **Email Blasting**

Membership

Donations **Events**

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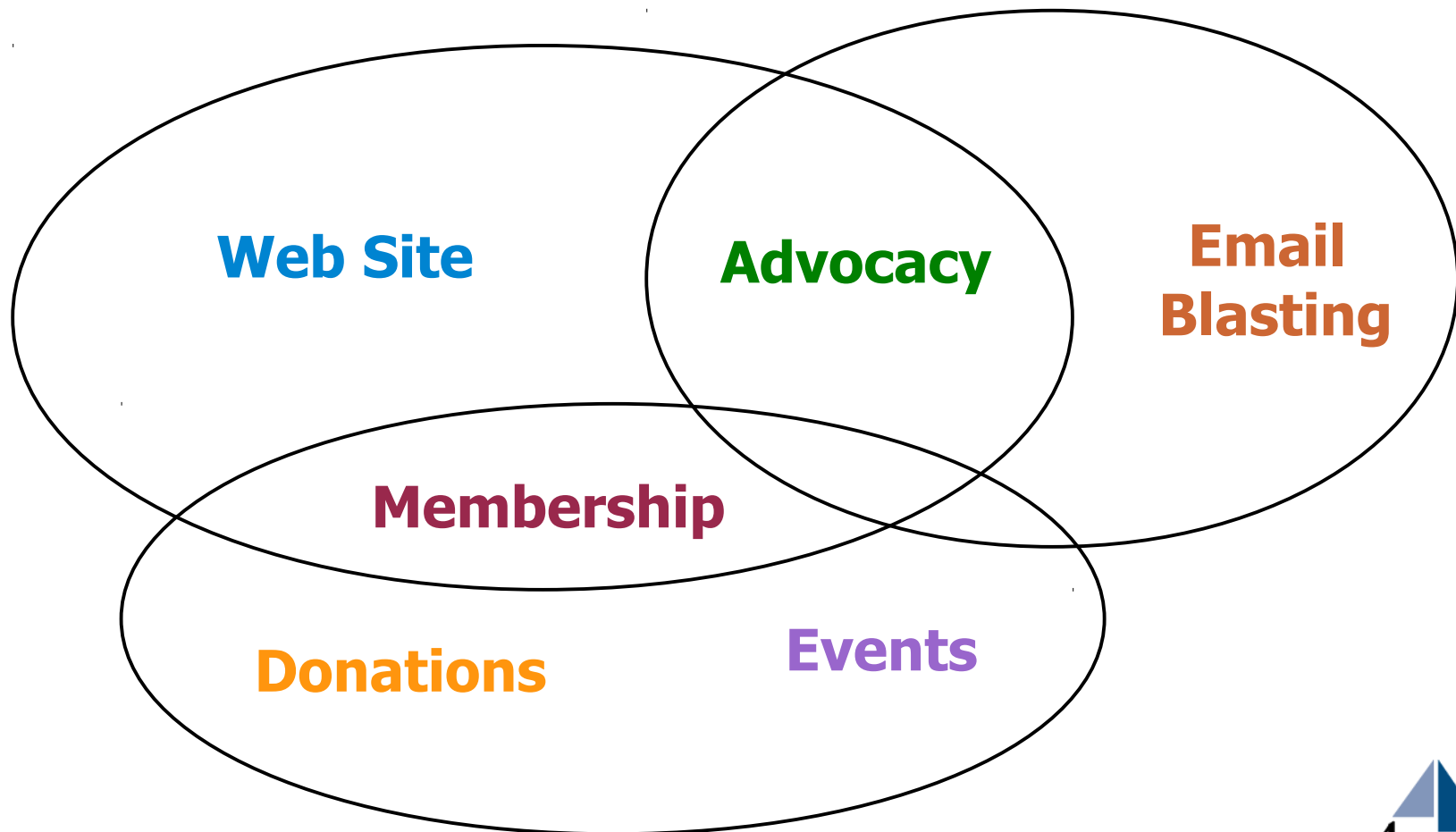
Project Management

▶ Share and manage project (or organizational) assets

- Project Management Tools
  - Share docs, calendars, tasks and files
  - Have multiple online users
- Shared server
  - Share docs, files on a local network

▶ Common Examples:

- Basecamp
- Red Mine
- Shared server

Tip:

This is the place to share org processes and documents (e.g. Publishing Matrix, Traffic Doc)

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Project Management

Social Media

▶ **Converse with your community**

- Blogs
  - Longer-form writing allowing conversation through comments
  - Now blog features are integrated into most CMSs

- Social Networks
  - Shorter-form content sharing
  - Various network-specific functions for interaction

▶ **Common Examples:**

- Wordpress
- Twitter
- Facebook
- Google Plus

Tip:

Only bite off as much as you can chew.

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Social Media

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?

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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

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Bottom Line

▶ Online tools aren't a magic bullet

▶ You need:

- An measurable goal

- A compelling message

- Effective tactics to realize your goal

- A plan for engaging supporters and well-defined ways for them to plug in

▶ eAdvocacy is more about organizing and organizational challenges than tech challenges

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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?

► Tracking & Metrics

- Which techniques are working?

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In Summary

▶ Remember that tech should support your work as an organization

▶ Tools should support your tech strategy goals

▶ Think about the minimum to be successful and then iterate up

▶ Tools come and go, succeed and fail. Focus on your data rather than the tool

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Next Steps

▶ Define your organizational goals

▶ Think about what tools will help you achieve your goals

▶ Start tracking your measurable comms goals

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End Of Section

►Questions?

►Comments?

Thank You!