High Impact eAdvocacy

Introduction to Online Tools for Nonprofits

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ASPIRATION

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

Contact Management

Integrated Tools

Project Management

ASPIRATION

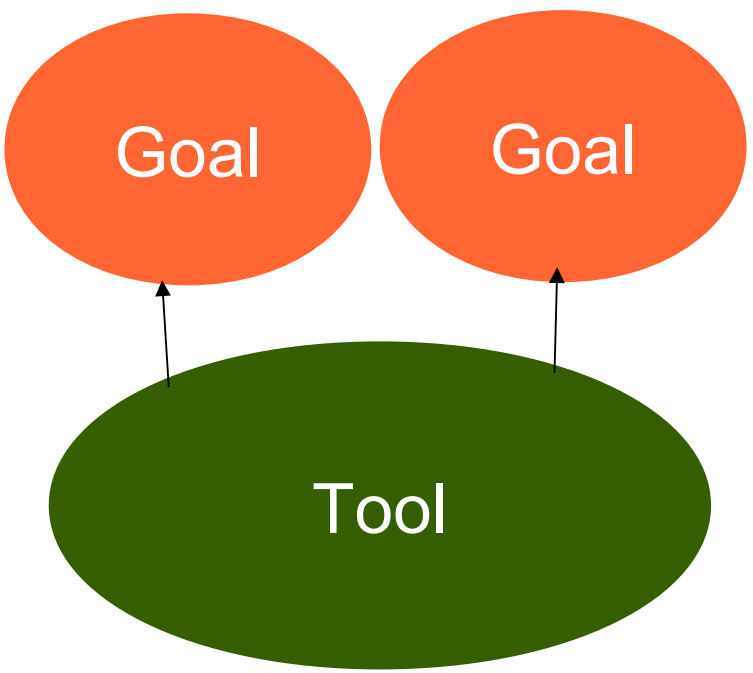
What are your goals?

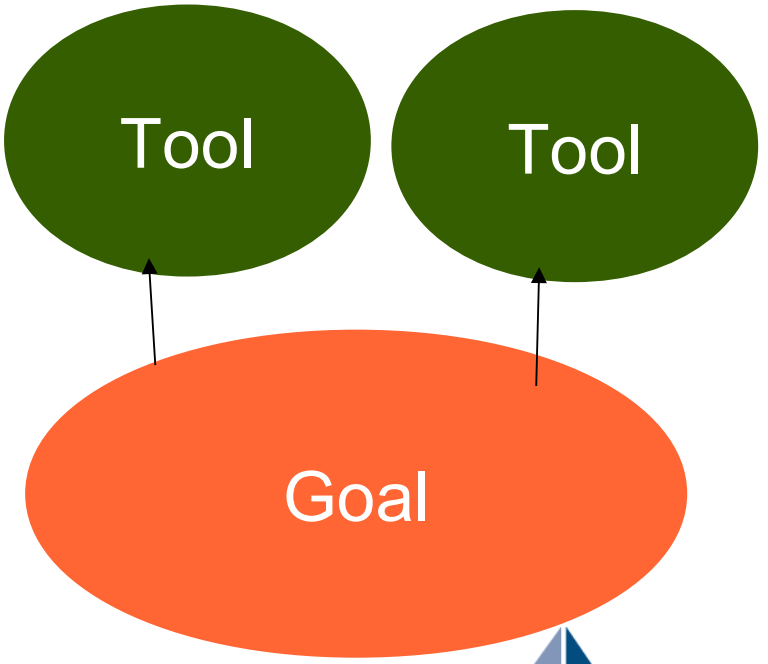
- Measurable
- What does success look like?
- Tool-Agnostic
  - Make sure your communications plan stays in tact when the tool you are using fails you

ASPIRATION

What are your goals?

- Before even thinking about tools, ask yourself in non-techie language:
  - What are we trying to get done?





ASPIRATION

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

ASPIRATION

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

ASPIRATION

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

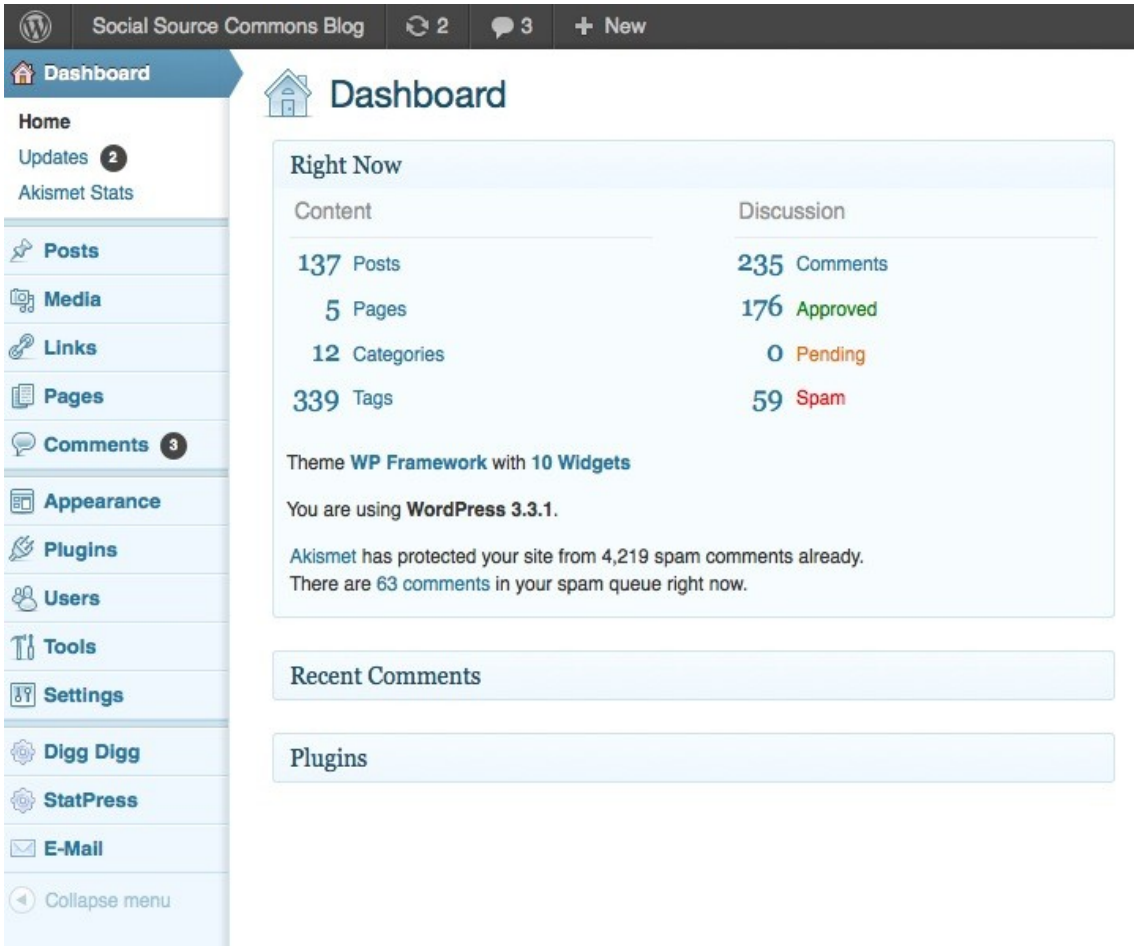
ASPIRATION

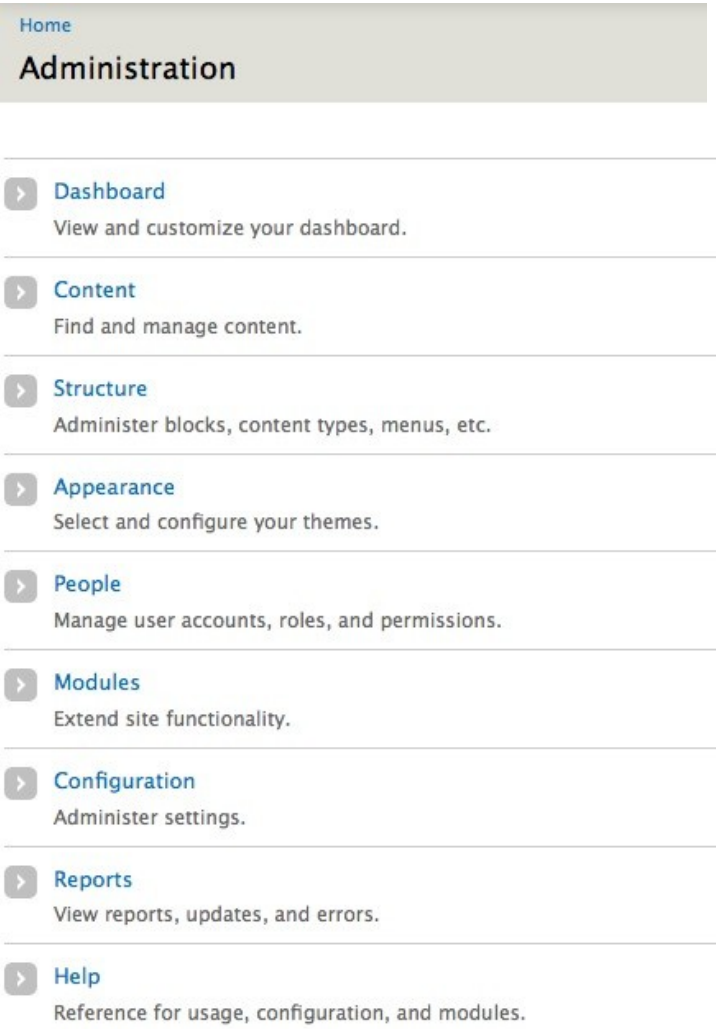
Web Sites

- 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

ASPIRATION

Web Sites


Social Source Commons Blog
2
3
New
Dashboard
Home
Updates 2
Akismet Stats
Posts
Media
Links
Pages
Comments 3
Appearance
Plugins
Users
Tools
Settings
Digg Digg
StatPress
E-Mail
Collapse menu
Dashboard
Right Now
Content
Discussion
137 Posts
5 Pages
12 Categories
339 Tags
235 Comments
176 Approved
0 Pending
59 Spam
Theme WP Framework with 10 Widgets
You are using WordPress 3.3.1.
Akismet has protected your site from 4,219 spam comments already.
There are 63 comments in your spam queue right now.
Recent Comments
Plugins


Home
Administration
Dashboard
View and customize your dashboard.
Content
Find and manage content.
Structure
Administer blocks, content types, menus, etc.
Appearance
Select and configure your themes.
People
Manage user accounts, roles, and permissions.
Modules
Extend site functionality.
Configuration
Administer settings.
Reports
View reports, updates, and errors.
Help
Reference for usage, configuration, and modules.

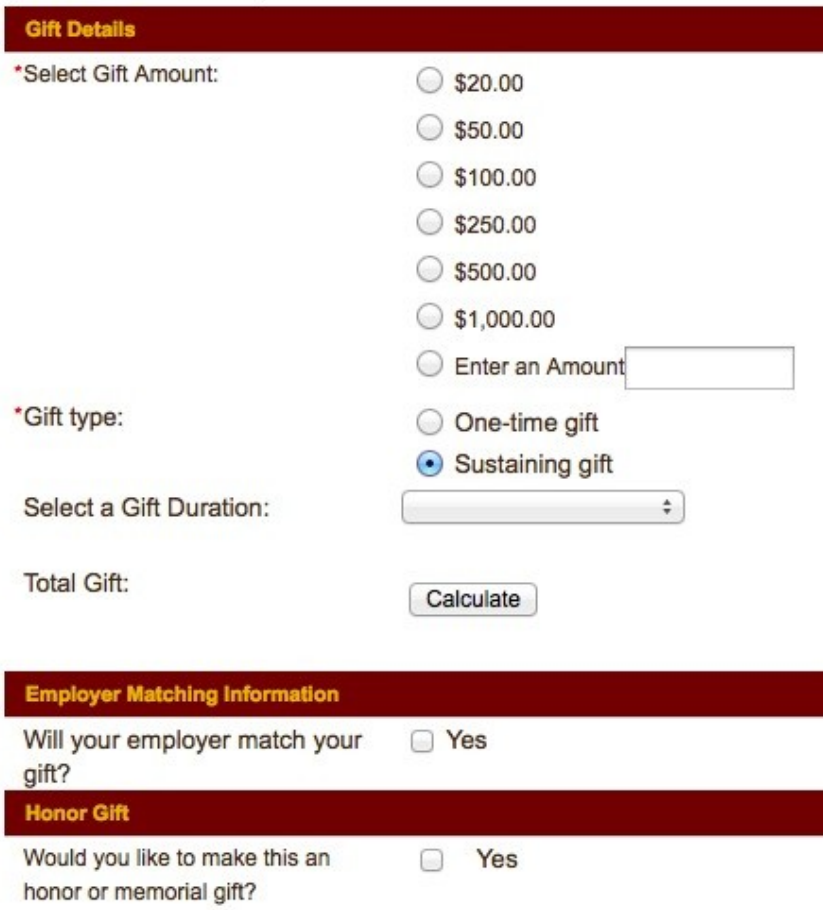
Donations

- Accept and manage donations
  - Online donation processors
    - Allow you to accept donations through your web site
  - Peer to Peer Fundraising tools
    - Allow you to fundraise using constituents' social networks
- Common examples:
  - Network for Good
  - Click & Pledge
  - Razoo

ASPIRATION

Donations

ELLA BAKER CENTER for HUMAN RIGHTS
She led. So can you.



- To Consider:
  - Monthly Giving
  - Employer Match
  - In-Kind Donations
  - Look & Feel of your web site

ASPIRATION

Events

- Create online event registration forms and manage participants
  - Event Management Tools
    - Create, embed events
    - Accept registrations and payment
    - Manage registrants
  - Form builder
    - Create forms that visitors can fill out on your web site
- Common examples:
  - Eventbrite
  - Evite

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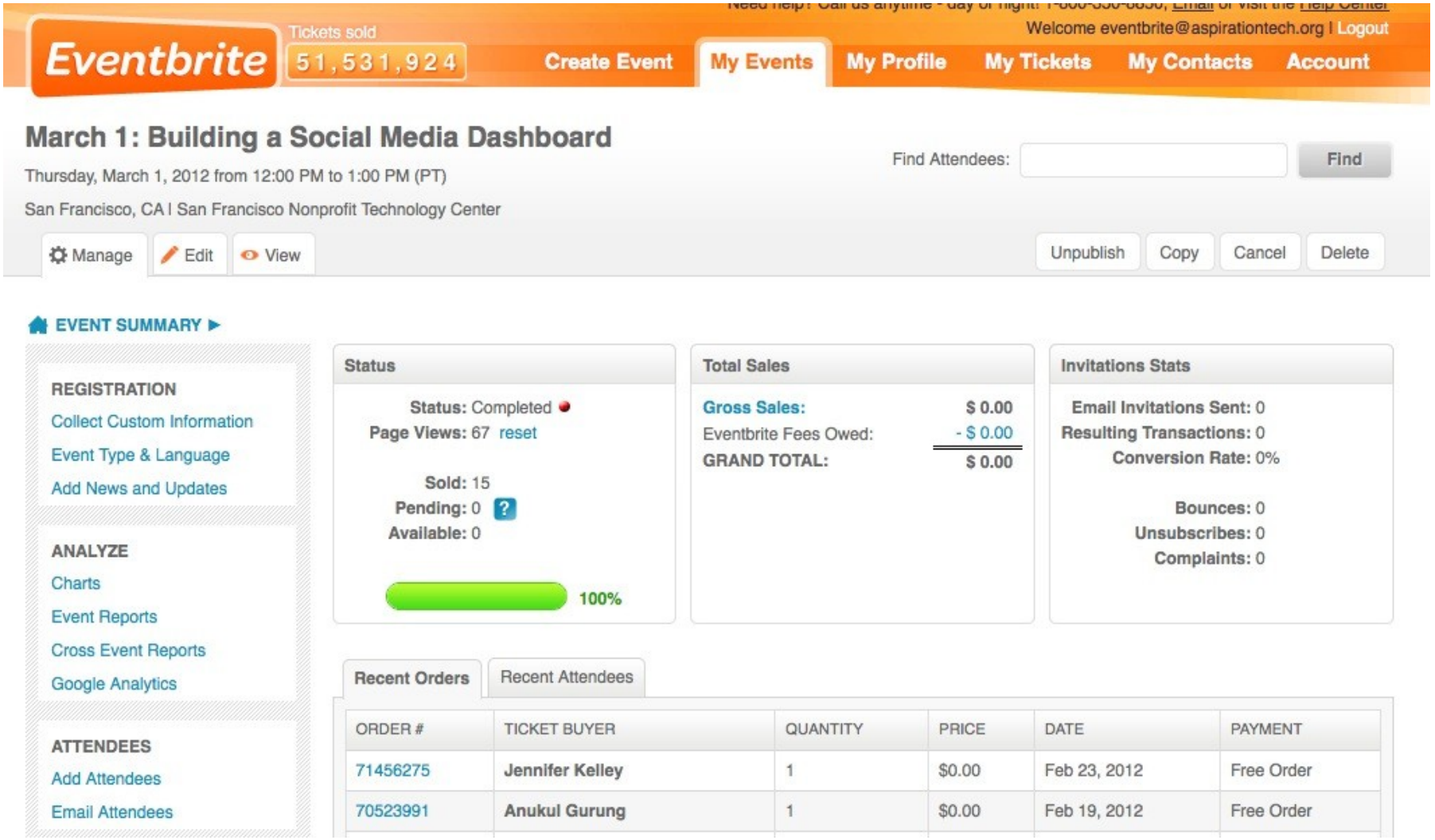
Events



ASPIRATION

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

ASPIRATION

Email Blasting

VerticalResponse

0 Available Survey Respons

Home | Emails | Postcards | Surveys | Events | Lists | Tools | Community | Account | Help

Welcome Aspiration
Drag and drop below to customize your home page

Reports

Name	Type	Launch Date	Sent	Open	Click	Boun
Feb News Penguin Day Subject Lne #2	Freeform	Feb 29, 2012 1:52PM	829	16%	10%	
Feb News Penguin Day Subject Line #1	Freeform	Feb 29, 2012 1:50PM	831	18%	8%	
Pre Dashboard March 1 training email	Freeform	Feb 29, 2012 9:25AM	21	48%	24%	
SFNTC Pub Matrix post email 022312	Freeform	Feb 28, 2012 2:46PM	5	60%	140%	2
SFNTC 020112 Analytics Post Training	Freeform	Feb 07, 2012 11:31AM	16	69%	88%	

View All Sent Emails

Emails

Name	Type	Last Modified
Feb news Copy HTML Capture- OK TO DELETE	Freeform	Mar 05, 2012 12:23PM
Feb News Penguin Day Subject Line #2	Freeform	Feb 29, 2012 10:36AM
Aspiration expands to South Bay NEW	Freeform	Feb 13, 2012 10:26AM
Copy of Jan 2012 Google Training Announc	Freeform	Feb 11, 2012 2:53PM
Copy of Google Tech Teach-In RSVP blast	Freeform	Feb 11, 2012 2:51PM

View All Emails

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She led. So can you.

Dear Matt,

I've been working on issues of police accountability, locked-up youth, violence, and community investment for a long time. Sometimes I think that no example of injustice could still surprise me. I was recently proved wrong by the Corrections Corporation of America (CCA).

The CCA recently invited cash-strapped states to sell them their prisons. Part of their offer was a 20-year management contract, plus an assurance that the prison would **remain at least 90 percent full**. Join me in saying: **Shame on you CCA, shame on you**!

Incarceration for profit is just plain wrong. Making a business from other people's suffering is wrong. And demanding that states guarantee their for-profit corporation chock full prisons is immoral. It's clear that private lock-ups have zero incentive to end the revolving door of incarceration as long as they can reap millions in profit from overcrowded cells.

Stop Corrections Corporation of American

Tell CCA to immediately to remove any requirement to keep prisons full.

TAKE ACTION
Take Action Now

Our country needs to invest in businesses and industries that, in turn, invest in our people, create real jobs and help to build a future we can be proud of. **Join me in calling on CCA to immediately rescind its 90% clause from any future contracts with states. And to publicly agree that their future contracts and bids will not include occupancy clauses.** Let's not allow the CCA to put their profits ahead of the health and well-being of our people and communities any longer.

Ever forward,

Jakada Imani
Ella Baker Center for Human Rights

PS: Read more about the CCA's offer and our critique of prisons based on a profit motive.

Ella Baker Center for Human Rights
www.ellabakercenter.org | 510.428.3939
1970 Broadway, Suite 450 | Oakland, CA | 94612

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POWERED BY

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

ASPIRATION

Advocacy

Blue Cross Blue Shield: Henry Young Needs Rehab to Live

SIGN THIS PETITION

First Name
Last Name
Email
Address
City
State Select
Outside U.S.
Zip Code

Why are you signing? Add a reason (optional)

SIGN

Display my signature publicly

By signing, you accept Change.org's terms of service

Help / Feedback • Press Inquiries

Signatures
171,145 out of 200,000

Petitioning
VP of Claims Management, Blue Cross Blue Shield Massachusetts
(+ 2 others)

Created By
Jason Warren
Washington, DC

About this Petition | **Petition Letter** | **Petition Updates**

Why This Is Important

In October of 2011, my father Henry Young -- a 62-year-old husband and father of three who was employed with Philips Medical System in Andover, MA -- had a heart attack while in the gym at work. His heart stopped ten times, leaving his brain deprived of oxygen. After being comatose for several weeks, he miraculously awoke one day and began making great strides towards recovery. Currently undergoing rehab at Whittier Rehabilitation Hospital, he has made enough progress to convince his medical team, family, and friends that with continued rehab he will regain functional motor and cognitive skills.

Despite the critical progress my Dad has made in recent weeks, his insurance provider **Blue Cross Blue Shield will cease coverage of my father's rehab this coming Monday, March 5, 2012**. If this happens,

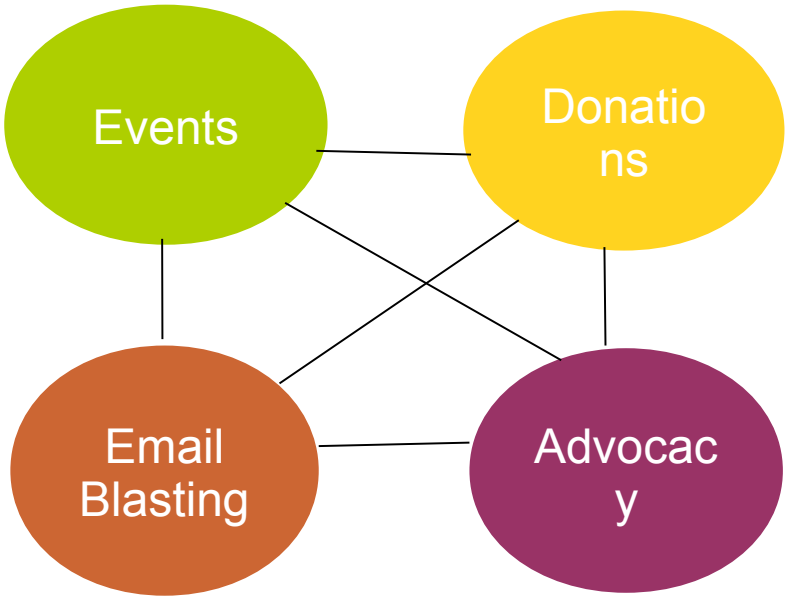
ASPIRATION

Contacts

- Organize, manage and "query" organizational contacts and attach different information to them (e.g. event attendance, money donated, emails opened, etc.)
  - Constituent Relationship Manager (CRM)
    - Centralized Contact Database
- Common examples:
  - Salesforce
  - CiviCRM
  - Convio

Contacts

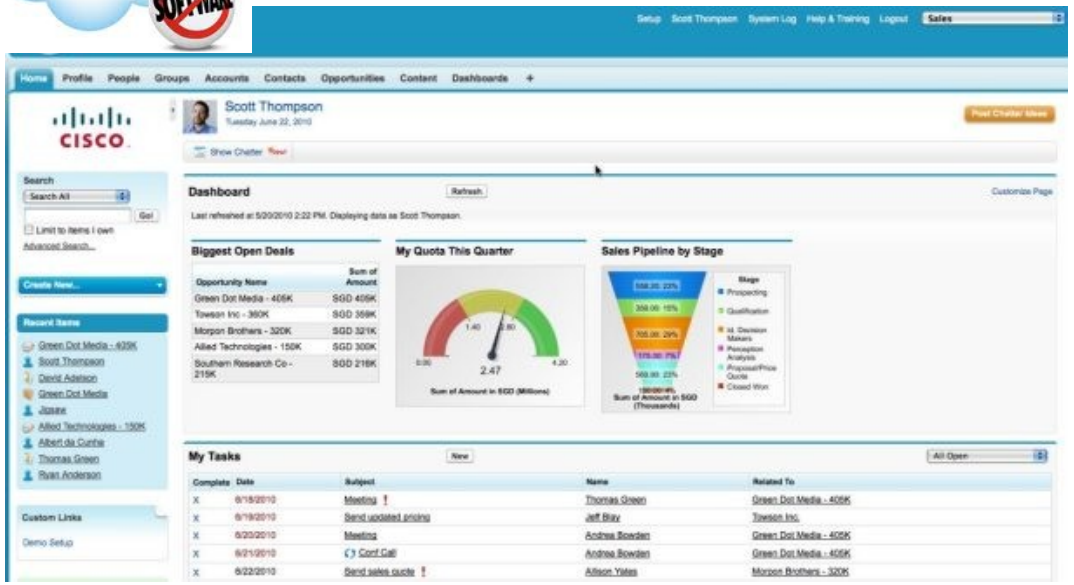
“Federated” System

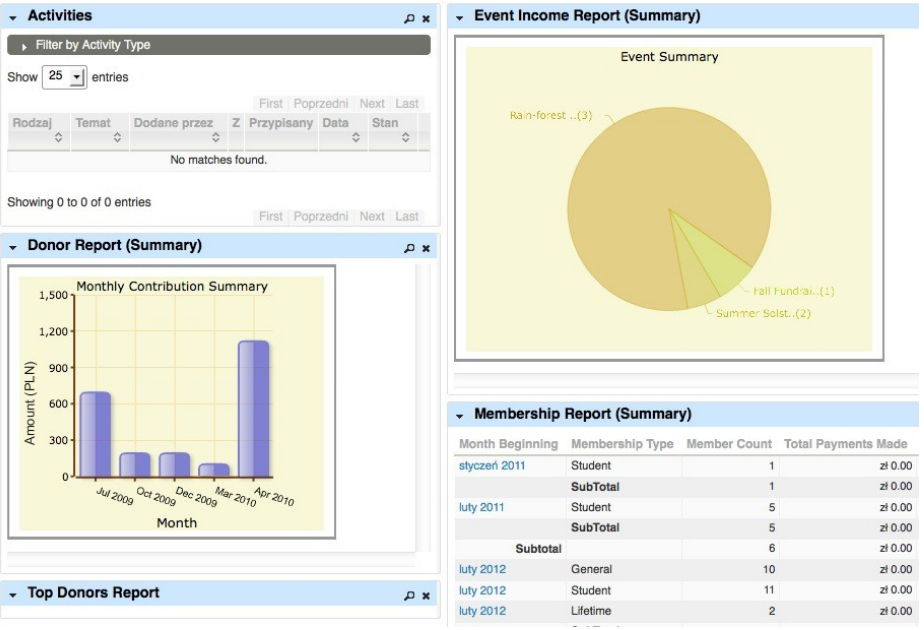


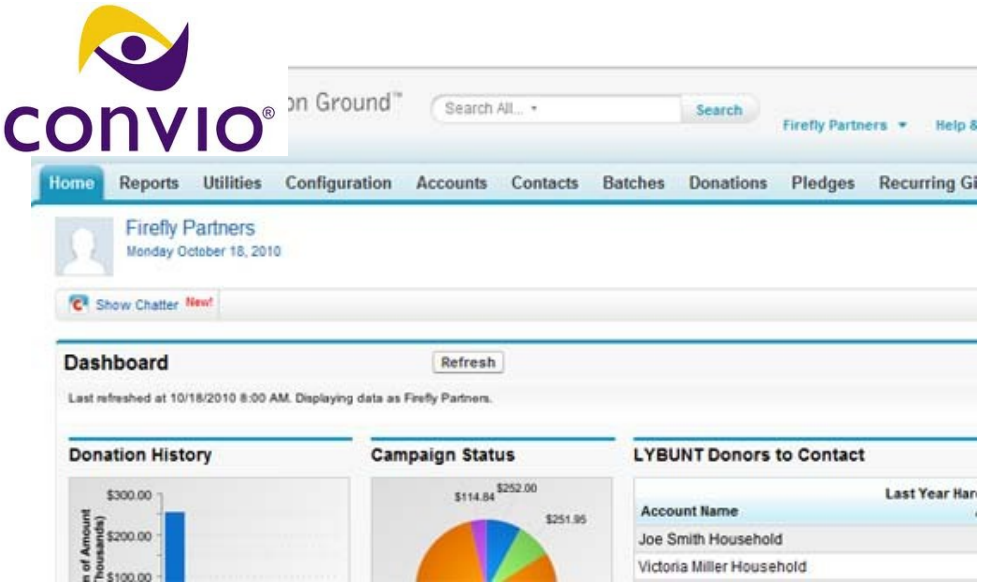
CRM

ASPIRATION

CRMs







ASPIRATION

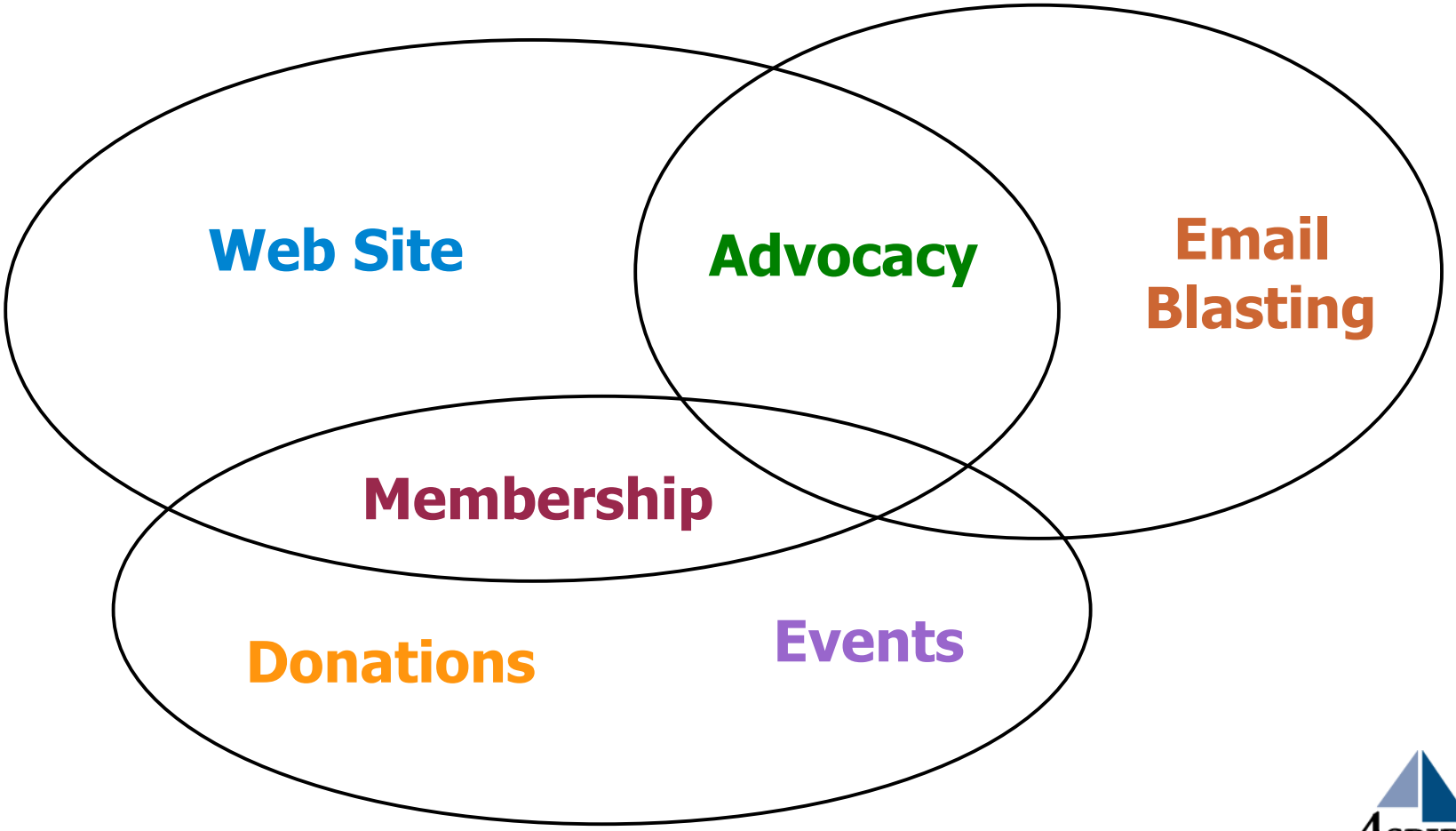
Multi-Function Tools

- 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

ASPIRATION

Multi-Function Tools

- Different tools combine different functions
  - What are you trying to get done?



ASPIRATION

Project Management

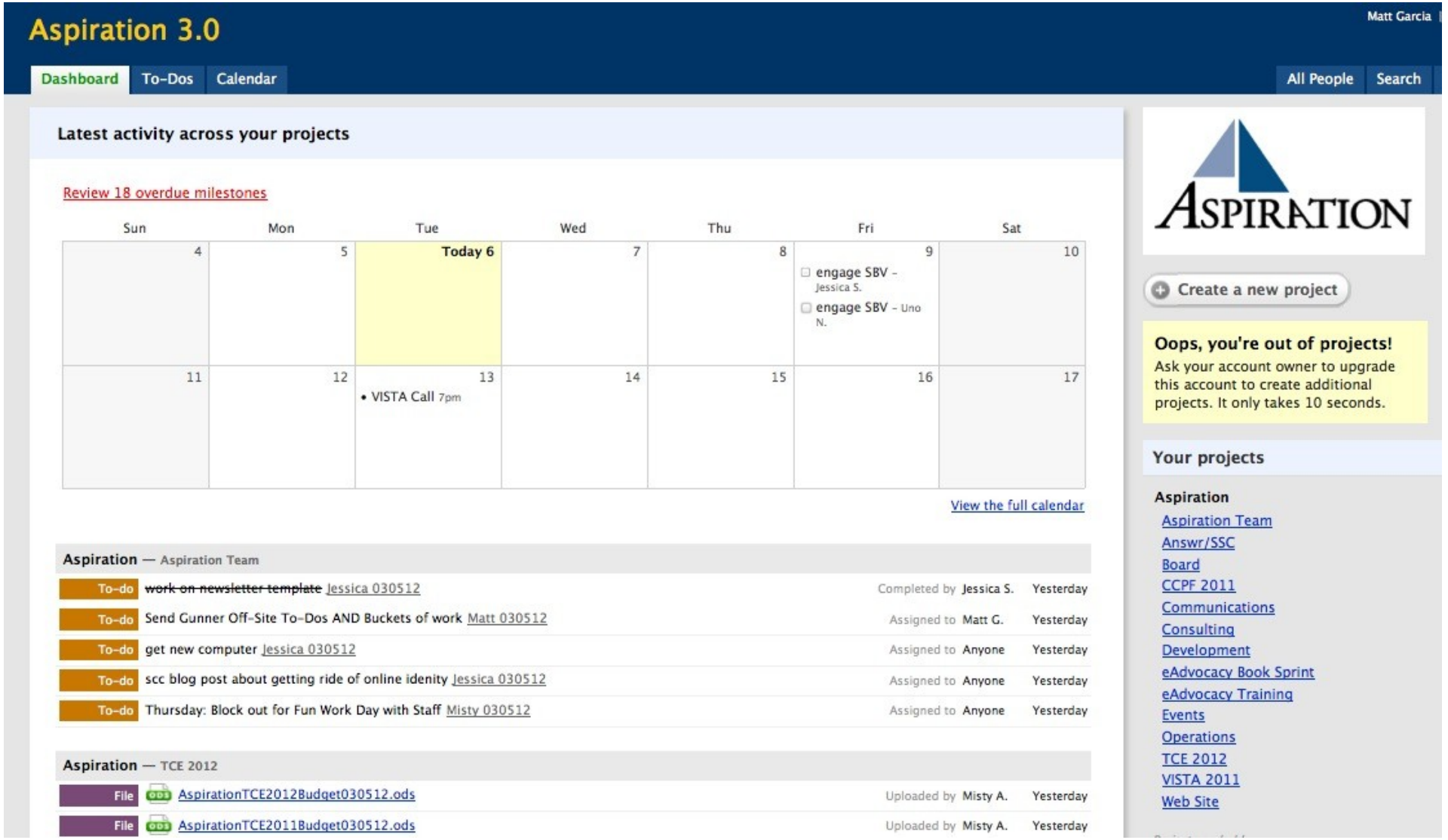
- Share and manage project (or organizational) assets
  - Project Management Tools
    - Share docs, calendars, tasks and files
    - Have multiple online users
  - Shared server
    - Share docs, files on a local network
- Common Examples:
  - Basecamp
  - Red Mine
  - Shared server

Tip:

This is the place to share org processes *cough* Publishing Matrix *cough*

ASPIRATION

Project Management



ASPIRATION

Social Media

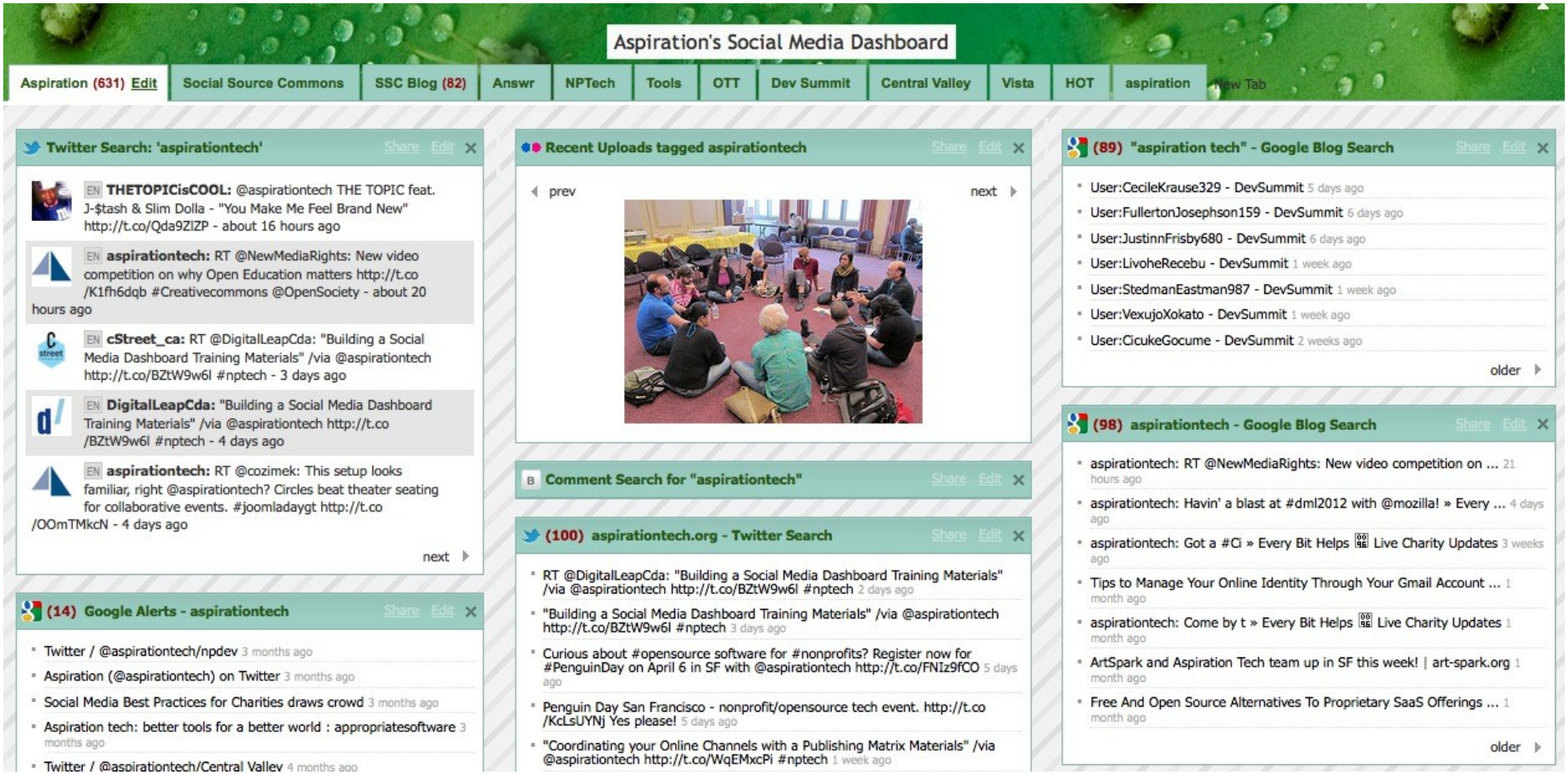
- Converse with your community
  - Blogs
    - Longer-form writing allowing conversation through comments
    - Now blog features are integrated into most CMSs
  - Social Networks
    - Shorter-form content sharing
    - Various network-specific functions fo
- Common Examples:
  - Wordpress
  - Twitter
  - Facebook

Tip:

Only bite off as much as you can chew.

ASPIRATION

Social Media



ASPIRATION

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?

ASPIRATION

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

ASPIRATION

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

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?

ASPIRATION

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

ASPIRATION

Next Steps

- Define your organizational goals
- Think about what tools will help you achieve your goals
- Start tracking your measurable comms goals

ASPIRATION

End Of Section

- Questions?
- Comments?

Thank You!

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