

eAdvocacy: Basics, Best Practices and New Tools

Message Calendars

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Learning Goals

- ▶ Define the Benefits of a Calendar
- ▶ Go over the Calendar Process: What works? What doesn't work?
- ▶ Start a Draft Organizational Message Calendar

Why Message Calendar?

- ▶ Keeps a consistent presence in your contacts' inboxes (you don't want to appear once a year)
- ▶ Ensure that programs and campaigns are messaged and not forgotten
- ▶ Construct a single email with multiple people providing content
- ▶ Plan a "message arc" for your campaigns

Example of a Message Arc

- ▶ A new law is on the ballot and it's horrible!
Sign our petition!
- ▶ Look at all these signatures we've received!
Help us email our lawmakers!
- ▶ The vote is tomorrow! Come and show your
opposition!
- ▶ We won! The law didn't pass! Help us
continue this important work by donating!

Message Calendar

- ▶ A scheduled set of dates with planned email messages, online actions and other engagements that you maintain across a campaign
- ▶ Calendars allow you to
 - Sustain consistent messaging
 - Coordinate internal processes and projects
 - Avoid list fatigue

	January				February	
Important Dates						
Email Template Areas						
Subject Line						
Engagement Ask						
Main Content Part 1						
Main Content Part 2						
Main Content Part 3						
Sidebar 1						
Sidebar 2						

	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Email Template Areas						
Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
Engagement Ask				Register Now!	Register Now!	
Main Content Part 1	Annual Member Party			Party Purpose		
Main Content Part 2	Take action around deforestation!			Party Details		
Main Content Part 3	Welcome our Two new employees					
Sidebar 1				Register Now! Button	Register Now! Button	
Sidebar 2						

	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Website	5 th – Update “Newsletters”					
Email	5 th – Send Newsletter			20 th – Send Party Reminder	11 th – Send Party Reminder	
Facebook		6 th – Post newsletter to Facebook				
Twitter			7 th – Tweet Newsletter	20 th – Tweet Party Reminder	11 th – Tweet Party Reminder	12 th – Live Tweet Party
Blog						

Why Calendar?

- ▶ Define the role that internet will play in your messaging and mobilization strategies
- ▶ Characterize your online campaign calendar as a story that spans your timeline:
 - *"We'll do general education 3 months out, get supporters focused with online actions 2 months out, then pump up email delivery frequency in the 4 weeks leading up to mobilization date"*
- ▶ Know your message arc
 - How are you educating and moving your base towards action?

Calendaring Process

- ▶ Message calendaring is the art of scheduling the known together with the unknown
 - Create initial calendar, then evolve over time
- ▶ Establish a pace
 - How often will you hit your list?
- ▶ When will you escalate delivery rate?
 - Lead-up and follow-up around events
 - When is the finish line? Is there one?

Calendar Process

- ▶ Who manages the calendar?
 - What is the role and responsibilities?
 - Are they empowered to resolve the following...
- ▶ What is the process for
 - Adding messages to the calendar?
 - Resolving conflicts - what gets bumped?
 - Balancing campaign goals with list fatigue?
 - Storing and tracking calendar milestones?

Evolving the Calendar

- ▶ You can't know the future when you calendar
 - Your calendar must be adaptable
- ▶ Be ready to respond to:
 - New developments in campaign
 - Shift in organizational priorities
 - Current events: tie breaking news to campaign
- ▶ Calendar changes must be transparent
 - All stakeholders need to know what and why

“Support” Content

- ▶ Support content is used for messaging during “down times” or lulls in the campaign
- ▶ Education pieces
 - About your issue, your target(s), your other work
- ▶ Donation appeals
- ▶ Non-tactical online engagements
 - Sign a petition, take a survey, spread the word
- ▶ Shout-outs for allies and related causes

Section Summary

- Campaign Calendar gives pace and structure to campaigns
- Calendar Process makes for sustainable calendars and campaigns
- Enhance with “support content”
- Adapt schedule as campaign or program evolves

	January				February	
Important Dates						
Email Template Areas						
Subject Line						
Engagement Ask						
Main Content Part 1						
Main Content Part 2						
Main Content Part 3						
Sidebar 1						
Sidebar 2						

		January				Febr	
Programs							
	Program #1						
	Program #2						
	Program #3						
Campaigns							
	Campaign #1						
	Campaign #2						
	Campaign #3						
Events							
	Event #1						
	Event #2						
	Event #3						
Fundraising Ask							
	Ask #1						
	Ask #2						
	Ask #3						

	January			February		
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		January				Febr	
Programs							
Staff		Welcome					
Campaigns							
Deforestation		Take Action					
Events							
Member Party		Announce			Reminder	Last Chance	
Fundraising Ask							
Member Party Ask							

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Deforestation	Take Action					
Events						
Member Party	Announce			Reminder	Last Chance	
Fundraising Ask						
Member Party Ask						

Building the Calendar

- ▶ Identify known events and milestones
 - What are fixed dates you know you'll message?
- ▶ Slot in support content to complement pace
 - These message dates are subject to change
- ▶ Evolve the calendar as campaign develops
 - Remain flexible, adapt to feedback & results

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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