Who is Aspiration?

Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.

We serve as ally, coach, strategist, mentor and facilitator to those trying to make more impactful use of information technology in their social change efforts.

www.aspirationtech.org/services
Goals

- Discuss the limitations of online organizing
- Brief review of steps to develop an online campaign
- Go over “moves” made by online activists
- Most importantly, answer your questions
First Things

- This training is envisioned as a dialog
  - We want your input as much as possible
- Please ask questions early and often
  - Especially if and when we use technical jargon, terminology and concepts you don't know
- It will only be as valuable for you as you make it!
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?
Caveats of Online Tools

- Keep your data footprint small
  - Simplicity is Power

- Big corporations who want your data
  - OK to use “Boundary Tactics” if they fail nice
  - Done well, new tactics CAN earn media

- Beware of data integration issues
  - Plan early for tech divorce
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 Campaign Development

- Goals & 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 & Listening
  - Which techniques are working?
Four Processes

- **Audience Assessment**
- **Tracking & Metrics**
- **Publishing Matrix**
- **Message Calendar**
Developing Campaign Goals

- Influence Decision Makers
- Mobilize for an Event
- Build Community
- Educating an Audience
- Raising Money
- Building your Base/Supporter Database
- Increasing volunteer engagement
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
Tool Agnostic?
Core Tool Checklist

- Content Management System
  - Manage your web site (Wordpress, Drupal)
- Constituent Relationship Manager (Supporter Database)
- Email Delivery Tool
- Online Action Platform
- Donation Processing
- Social Media
Developing Tactics for Your Goals

▶ Online campaigning is about actually engaging your supporters in what you are doing
  ▶ Online and offline need to be synchronized

▶ Online tools are a means to build relationships with your base and make a difference in your on the ground work
  ▶ e.g. Get email address, message on FB, sign a petition
Developing Tactics for Your Goals

- A tactic is a plan, procedure, or move you can take to help achieve your goal.
- Your tactics depend on who you are trying to reach.
- You don't have to be an “online activist” to have an online strategy.
- Let's take a look at some online “moves”...
Online Tactics

- Meet people where they are at
- Create messages for different platforms
Online Tactics

Get Creative

We've been seeing a lot of late night Facebook updates and Tweets from students about midterm season! This one's for you. Hang in there! You can do it!

ONE DOES NOT SIMPLY
SLEEP DURING MID TERMS WEEK

"The best teachers are those who show you where to look, but don't tell you what to see"

- Alexandra K. Trenfor

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Online Tactics

- Mobilize established networks
Online Tactics

Use technology
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
Thank You!

► Questions?

► Comments?
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