

Online Advocacy

Online Campaign

Tactics



These training materials have been prepared by Aspiration.



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



Publishing Matrix



Message Calendar



Tracking & Metrics

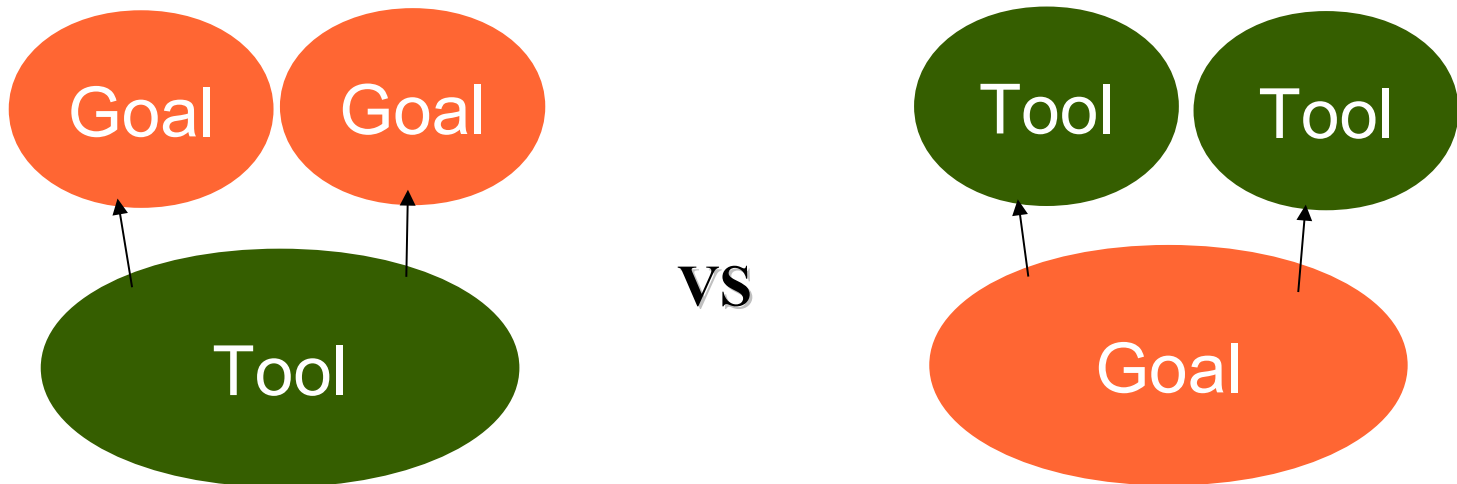


Developing Campaign Goals

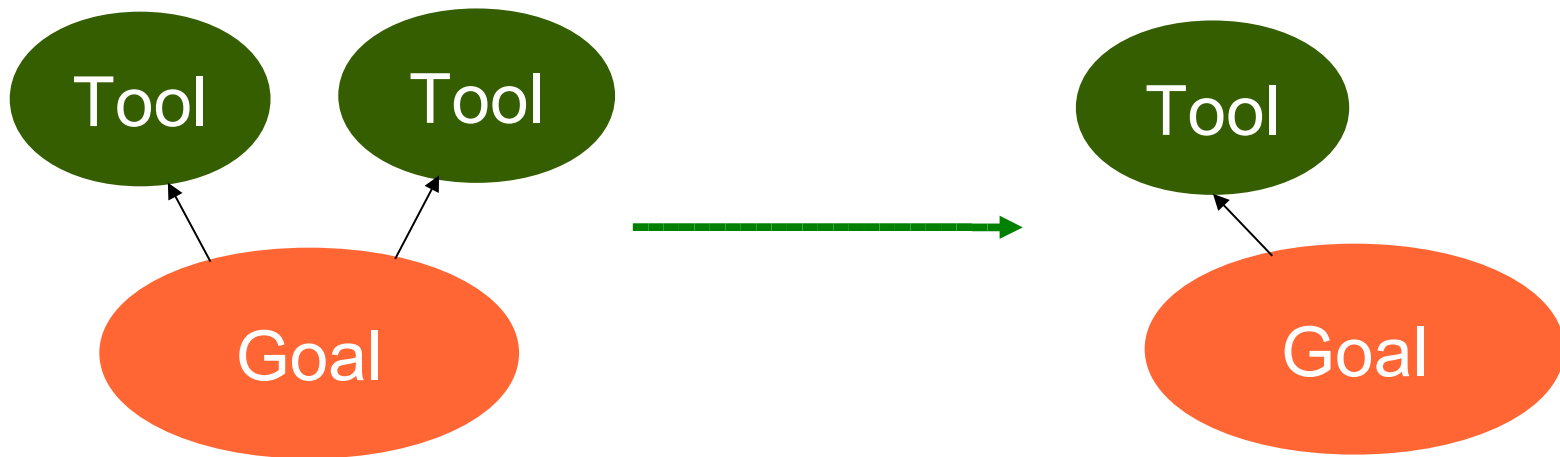
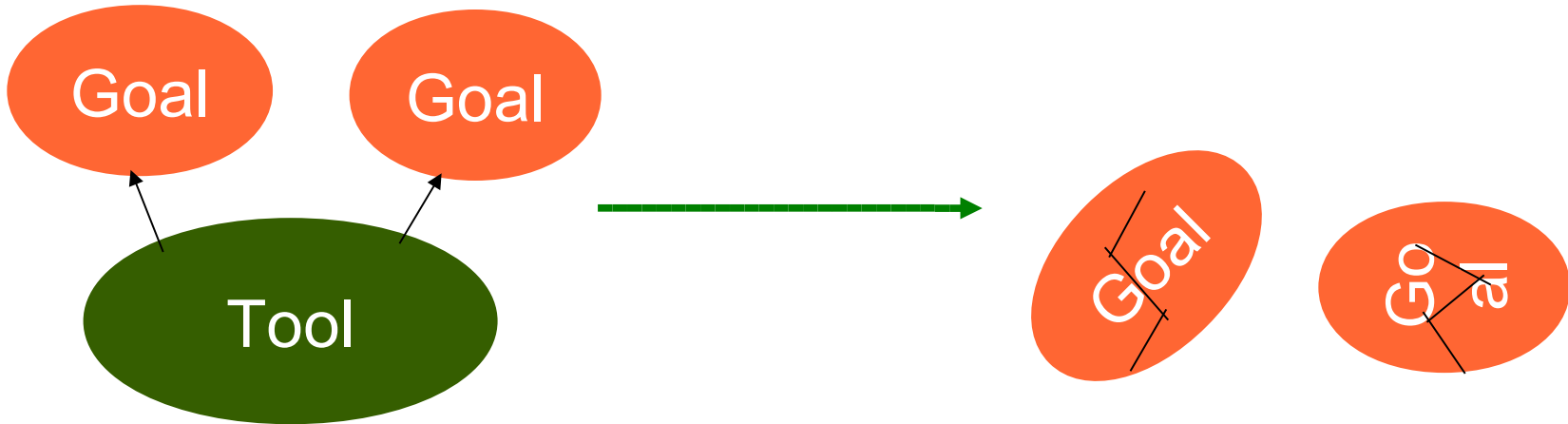
- ▶ Influence Decision Makers
- ▶ Mobilize for an Event
- ▶ Build Community
- ▶ Educating an Audience
- ▶ Raising Money
- ▶ Building your Base/Supporter Database
- ▶ Increasing volunteer engagement

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




Congregations Building Community



Congregations Building C... Biografía ▾ Ahora ▾

Publicar Foto / video

Escribe algo....



Congregations Building Community
3 de Julio a través de su celular

**** Important immigration meeting today

Hoy tendremos una junta importante de inmigracion

:Join us for bill updates and next action steps .

:Acompañenos para mas informacion sobre el bill y para proximos pasos

5pm at CBC office
850 16st modesto ca

ward for the movement to keep families

Leave a Comment / Congregations Building Community

the movement to keep families united as the California State Assembly passing
ning which would limit local police agencies cooperation with federal
s. We want to recognize and thank the Contra Costa Assembly members
ner and Bonilla who all voted unanimously in favor of the "Trust Act.

rn/news/2013/may/16/assembly-passes-trust-act-to-make-it-deportation/
?

!

join Bakersfield Action

Leave a Comment / Congregations Building Community


to Bakersfield sat 11. We are continuously praying for our families and for an

!

al Leadership Banquet Recap!

Facebook


Find us on Facebook



Congregations Building Community

Like You like this.

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Categories

Community News (20)

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October 2, 2012 12:00 PM / Leave a Comment / Congregations Building Community

Online Tactics

► Get Creative

Pathways to Education Canada
11 de febrero

We need your help! For each person that clicks through, National Bank will donate \$4 to Pathways to Education. The answer this week is 24! Link: https://www.facebook.com/nationalbanknetworks/app_125124097644937



CLICKED 4 TIMES

DONATED 4 DOLLARS

Me gusta · Comentar · Compartir

50 12

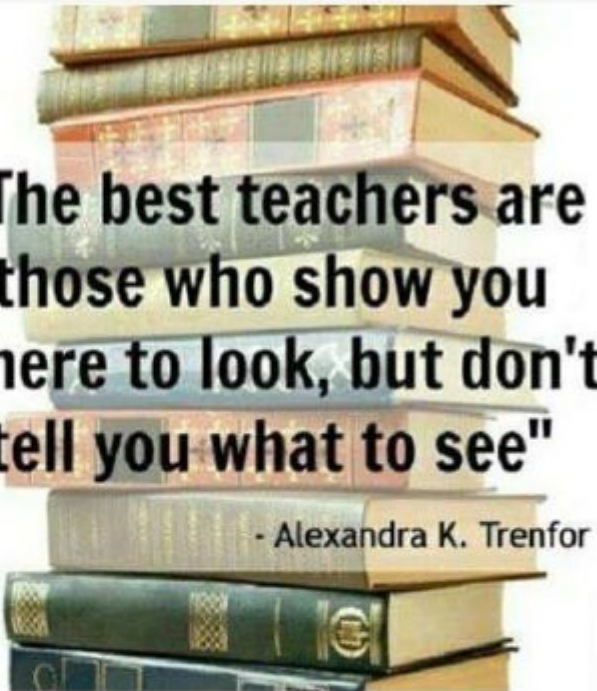
We've been seeing a lot of late night Facebook updates and Tweets from students about midterm season! This one's for you. Hang in there! You can do it!



ONE DOES NOT SIMPLY SLEEP DURING MIDTERMS WEEK

Me gusta · Comentar · Compartir

6



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

- Alexandra K. Trenfor

Pathways to Education Canada

Who was your favourite teacher and how did they make a difference in your life?

Me gusta · Comentar · Compartir · 23 de mayo

A 20 personas les gusta esto.

11 compartidos

Álbum: Fotos de la t

Foto compartida cor

Abrir el visor de foto

Descargar

Denunciar

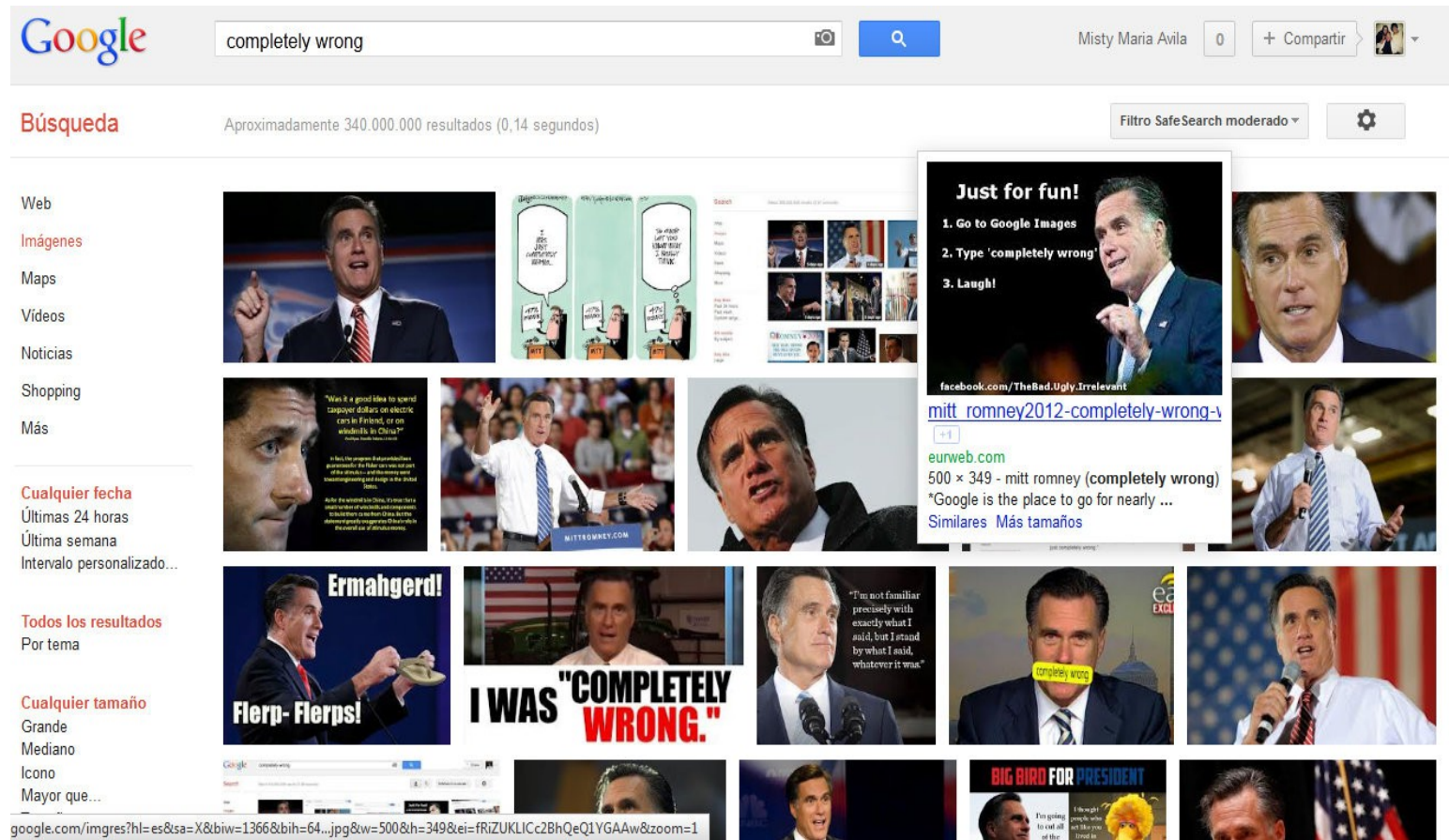
Online Tactics

- ▶ Mobilize established networks



Online Tactics

► Use technology



Google completely wrong Misty Maria Avila 0 + Compartir

Búsqueda Aproximadamente 340.000.000 resultados (0,14 segundos) Filtro SafeSearch moderado

Web
 Imágenes
 Maps
 Vídeos
 Noticias
 Shopping
 Más

Cualquier fecha
 Últimas 24 horas
 Última semana
 Intervalo personalizado...

Todos los resultados
 Por tema

Cualquier tamaño
 Grande
 Mediano
 Icono
 Mayor que...

Just for fun!
 1. Go to Google Images
 2. Type 'completely wrong'
 3. Laugh!
 facebook.com/TheBad.Ugly.Irrelevant
 mitt_romney2012-completely-wrong-v
 eurweb.com
 500 x 349 - mitt romney (completely wrong)
 *Google is the place to go for nearly ...
 Similares Más tamaños

Ermahgerd!
 Flerp- Flerps!

I WAS "COMPLETELY WRONG."

"I'm not familiar precisely with exactly what I said, but I stand by what I said, whatever it was."

completely wrong

BIG BIRD FOR PRESIDENT

google.com/imgres?hl=es&sa=X&biw=1366&bih=64...jpg&w=500&h=349&ei=fRiZUKLICc2BhQeQ1YGAAw&zoom=1

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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