

High Impact eAdvocacy

Overview

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ZERO DIVIDE
Infinite Possibilities


ASPIRATION

**BETTER
TOOLS
FOR A
BETTER
WORLD**

Training Facilitator

▶ Matt Garcia

- Online Communications Manager, Aspiration
- matt@aspirationtech.org

▶ www.aspirationtech.org/training/eadvocacy

First Things

- ▶ Introductions: Who are you?
- ▶ Our Goals
 - Offer a basic overview on selected topics in online campaigning and new technologies
 - Discuss essential processes for sustainable eAdvocacy

First Things

- ▶ This training is envisioned as a dialog
- ▶ 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!

Limitations of Online Organizing

- ▶ Digital divides
 - Never forget who's 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

Bottom Line

- ▶ Online tools aren't a magic bullet
 - You need
 - An achievable campaign goal
 - A compelling message
 - Effective tactics to realize 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

Aspiration's e-Capacity Initiative

- ▶ Goal: Organizational self-sufficiency online
- ▶ eAdvocacy Mentoring Program
 - Cohort model for peer-based capacity gain
 - On-demand trainings, calls, support
- ▶ Answer.net
 - Best practices for online communications
- ▶ SocialSourceCommons.org
 - Inventory of available tools

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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Audience Analysis Interactive

- Partner Up
- Who are your primary & secondary audiences?
- What are you trying to provide to them?