High Impact eAdvocacy

Overview

These training materials have been prepared by Aspiration in partnership with Radical Designs.

Funded by the ZeroDivide Foundation and California Consumer Protection Foundation.

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Training Facilitator

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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

► Answr.net
  ▪ Best practices for online communications

► SocialSourceCommons.org
  ▪ Inventory of available tools
End Of Section

► Questions?
► Comments?

Thank You!

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Z E R O D I V I D E

infinite Possibilities

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD
Audience Analysis Interactive

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