Web Advocacy Training for Campaigners

Training Overview

These training materials have been prepared by Aspiration and Radical Designs

radicalDESIGNS

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Training Facilitators

▶ Allen Gunn

- Executive Director, Aspiration

- gunner@aspirationtech.org

▶ David Taylor

- Director, Radical Designs

- david@radicaldesigns.org

radicalDESIGNS

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

First Things

► Introductions: Who are you?

  ▪ What is your eCampaigning story?

► Our goals

  ▪ Survey best practices in eCampaigning

  ▪ Discuss emerging technology and tactics

  ▪ Cover selected topics in eCampaigning

  ▪ Most importantly, answer your questions

► What Are Your Goals?

radical**DESIGNS**

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

First Things: Audience

▶ Individuals who have responsibility for content and strategy for their org web site(s) and mailing list(s)

▶ People who have done one or more eCampaigns and want to compare tools, tactics, and strategy

▶ Campaigners looking for new tools and techniques to augment their current slate

radical**DESIGNS**

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

First Things

▶ This training is envisioned as a dialog

- You are in the drivers seat

▶ 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!

radicalDESIGNS

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

First Things

► Naming challenges in today's training

- Group composition
  - Different folks are at different levels of knowledge
- We have a lot of ground to cover
  - But not at the expense of understanding
- Our goal is to facilitate an inclusive conversation
  - Your questions and curiosities will shape the dialog

radical**DESIGNS**

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Agenda Overview

► Web Advocacy Training for Campaigners

  ▪ We'll cover 3 "Big Picture" perspectives to compare experiences and identify interests

      ▪ Creating passionate online activists

      ▪ eCampaigning Roadmap

      ▪ Best practices in eCampaigning

  ▪ From there we'll draw from the library of lessons

  ▪ For dessert we'll do a web 2.0 tactical survey

First Things

►Limitations of eOrganizing and the Web

- Digital divides
  - Never forget to ask who's being 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, campaign and cause is different

radicalDESIGNS

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

End Of Section

►Questions?

►Comments?

Thank You!

These training materials have been prepared by Aspiration and Radical Designs

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5

radicalDESIGNS

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD