

Email For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Training Overview

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

Funded by the Community Technology Foundation of California

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



Training Facilitators

▶ Allen Gunn

- Executive Director, Aspiration
- gunner@aspirationtech.org

▶ David Taylor

- Director, Radical Designs
- david@radicaldesigns.org

First Things

- ▶ Introductions: Who are you?
- ▶ Our goals
 - Explain what we mean by “eAdvocacy”
 - Offer a basic overview on selected topics in “Email Advocacy and Community Organizing”
 - Most importantly, answer your questions
- ▶ What Are Your Goals?

First Things

- ▶ This training is envisioned as a dialog
 - Hands-on exercises will reinforce discussion
- ▶ 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!

First Things: Audience

- ▶ Individuals who understand simple email communications (send & receive)
- ▶ Activists who have little or no email campaigning experience.
- ▶ This training may not be appropriate for those who have already done one or more email-based campaigns

First Things: Goals

- ▶ Understanding of fundamental concepts in email campaigning
 - Strategy, Technology, Processes
- ▶ Hands-on exposure to simple email campaigning workflow
- ▶ Understanding of email composition best practices
- ▶ Ability to replicate the above after the training

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

Agenda Overview

- ▶ Email Campaign Road Map
- ▶ Campaign Goals, Strategy and Tactics
- ▶ Creating and Managing Mailing Lists
- ▶ Message Composition and Template Design
- ▶ Message Blasting
- ▶ Reporting and Analysis
- ▶ Privacy and Security Considerations

First Things

- ▶ **Topics Not Addressed in Today's Training**
 - “Offline” campaigning and organizing skills
 - We touch on core principles, but not “how-to's”
 - Graphic design and layout
 - Needed for making visually striking email messages
 - Technology selection
 - We'll work with Democracy In Action (DIA)
 - Database management

Framing and Disclaimers

- ▶ Organizing vs. eOrganizing
 - What is meant by “eOrganizing”/“eAdvocacy”?
 - You need a strategy before the “e” matters
- ▶ Tools are not solutions
 - Tools support good strategies
 - “Less is more”
- ▶ “e” has been oversold
 - BUT the tools are powerful and worth learning to apply

First Things

- ▶ eOrganizing = New Tools for Base Building
 - Grow relationships, achieve trust
 - Mobilize base
- ▶ eAdvocacy = New Tools for Extending Reach
 - Project message, engage media, influence decision makers and campaign targets
 - Connect with new allies and supporters

First Things

- ▶ Limitations of eOrganizing and Email
 - 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

Outcomes of Online Efforts

- ▶ Engaging and building your base
- ▶ Educating the public about your cause
- ▶ Fundraising from individuals and institutions
- ▶ Communicating with the press
- ▶ Influencing decision makers
- ▶ Organizing or mobilizing for an event or campaign

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
 - It's more about organizing challenges than tech challenges

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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

Funded by the Community Technology Foundation of California

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

