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

Email Campaign Road Map

Learning Goals

▶ Understand the email campaign life cycle

▶ Appreciate the importance of identifying goals and timetables

▶ See that email campaigning is an iterative process; you build your base and your audience over time

Email Campaigning Road Map

▶ Develop online goals and tactics

▶ Identify roles in your online campaign

▶ Develop a process for creating emails

▶ Design an email template

▶ Develop a delivery calendar

▶ Compose and send emails

▶ Assess response and impact

▶ Build and grow your list

Develop Online Goals & Tactics

► Examine the campaign and organizational goals of your group

- Base building
- Awareness raising
- Fundraising
- Advocacy
- Event mobilization and turnout
- Volunteer engagement

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Develop Online Goals & Tactics

► Consider how email communications can supplement your tactics

- Example: your organization lobbies as a tactic
  - Examine how email messages and other online tools can be coordinate constituent communication with representatives
  - Track constituents' action
  - Aggregate and grow total level of participation and impact

Develop Online Goals & Tactics

► If you use public mobilizations as a tactic
  ▪ Identify where and when email communication can be used to
    ▪ Increase turn out
    ▪ Coordinate logistics
    ▪ Increase media coverage
    ▪ Communicate outreach plans
    ▪ Increase co-sponsors

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Develop Online Goals & Tactics

▶ Set a series of achievable goals with your online interactions

- Goals that you can track in relationship to your campaign and organizational goals.

▶ Online campaigning is about engaging your supporters in what your organization is doing

- If your online and offline goals are not synchronized you will not be successful.

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Develop a Process

▶ Identify roles in your online campaign

▶ Develop a workflow and decision making process for sending out emails.

- Decide who in the organization has what authority to send to your list

- What review process needs to happen for each email that is sent?

Design an Email Template

► Work with a graphic designer

- Create a template that reflects
  - organization "brand"
  - campaign tone

► Design an email template and banner for the emails

► Design layouts for different types of emails

- Fundraising, Action alert, Newsletter

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Develop a Delivery Calendar

► Make decisions on the frequency and type of content that you are going to send to your list(s).

 ▪ Look at your campaign calendar and goals

► Plan what actions and topics your emails are going to focus on over the upcoming months

 ▪ Priorities may change, especially in campaigns

► Decide how fundraising pitches integrate into campaign calendar

Develop a Delivery Calendar

▶ Create an expectation in your supporters for the frequency and content of messages.

▶ Set deadlines among your organization for when content is due for emails

▶ Have a process for sending an emergency alert

  ▪ How fast could you get out a critical message?

Compose and Send Email

► Design and author using best practices

► Develop a personality and rapport with your supporters

- Carefully consider content and tone.

► Send emails out to your constituency

- Consider testing with a subset first

► Listen to feedback

- Monitor open rates and unsubscription rates

Build and Grow Your List

► Examine ways that you can grow your list.

- Are there allies or campaigns with whom you can send joint emails or campaign with?
- Find ways to get your supporters to forward your emails.
- Sign up sheets at all "offline" events

► Actively consider the sign up process for emails on your website and print materials.

Section Summary

► Email campaigning is process requiring planning

► Understand the road map before you begin

► Set goals and evaluate your progress

- ▪ Learn from each iteration

► Follow best practices for design and composition

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End Of Section

▶Questions?

▶Comments?

Thank You!