Web Sites For Advocacy and Community Organizing:
Basics, Essentials, and Best Practices

Training Overview

Training Facilitators

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ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

First Things

▶ Introductions: Who are you?

▶ Our goals

- Explain what we mean by "eAdvocacy"

- Offer a basic overview on selected topics in "Web-based Advocacy and Community Organizing"

- Most importantly, answer your questions

▶ What Are Your Goals?

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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 have responsibility for content and strategy for their org web site(s)
- Activists who have little or no hands-on web development experience
- This training may not be as appropriate for those who have already done one or more web-based campaigns

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First Things: Goals

▶ Understanding of fundamental concepts in web campaigning in terms

- Strategy
- Technology
- Processes

▶ Ability to apply the above after the training

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First Things: Disclaimers

- ▶ This course is not "how to build a web site"
  - ▪ "HTML" and other technical terms have a limited role in the agenda
- ▶ Technology details are only covered as they relate to strategy and planning
  - ▪ Please ask any time we use unfamiliar terminology!

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

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Agenda Overview

► Web Campaigning Fundamentals

- Web Site Goals and Audience

- Campaign Web Site Anatomy

- Organizational Publishing and Decision Making

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Agenda Overview

► Website Life Cycle

- Website Development Process

- Promoting Your Website

- Metrics and Traffic Analysis

- Maintenance

► Web Content Best Practices

- Writing For the Web

- Design Element Best Practices

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Agenda Overview

► Selected tool survey topics

- Influencing Decision Makers

- Mobilizing For an Event

- Building Community

- Educating Audiences

- Raising Money

- Blogging

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First Things

▶Topics Not Addressed in Today's Training

- ▪ "Offline" campaigning and organizing skills
  - ▪ We touch on core principles, but not "how-to's"
- ▪ Actual graphic design and HTML layout
  - ▪ We discuss design process, not "hard" design skills
- ▪ Web platform technology selection
  - ▪ We'll discuss a range of options, but…
- ▪ Database and email management

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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

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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

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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

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First Things

▶ Outcomes of successful 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

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First Things

►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!