

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

Anatomy of a Campaign Web Site

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

Funded by the Community Technology Foundation of California

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Learning Goals

- ▶ Review concept of “information architecture”
- ▶ Know what type of web site you are designing
- ▶ Understand campaign site anatomy
- ▶ Explore essential site destinations
- ▶ Enumerate key page elements

Campaign Web Site Anatomy

- ▶ Your campaign web site needs an “information architecture”
- ▶ Three core steps to arriving at an information architecture:
 - 1. Identify your audiences
 - 2. Identify your goals for each audience
 - 3. Define “click paths” for each audience
- ▶ Make easy entry paths on your front page for each type of user

Designing for Site Function

- ▶ Know the type of site you are creating
 - Are you creating a stand-alone campaign site or an integrated campaign and organizational site?
 - Stand-alone campaign site
 - The site is generally about one thing
 - Integrated campaign and organizational site
 - Campaign fits into larger organizational narrative

Designing for Site Function

- ▶ Simple organizational site
 - AKA “Brochureware”; About Us, Program info
- ▶ Campaign
 - Learn, Sign up, Support, Tell-a-Friend
- ▶ Information repository
 - Can serve compelling data to engage users in associated campaign
 - e.g. www.scorecard.org

Designing for Site Function

- ▶ Stand-alone campaign site audiences
 - Expect specific and focused info
 - Understand there is a conflict, goal or target
 - Less concerned about organizational identity and branding
 - But some subset always wants to know “who's behind this?”
 - More action focused, less interested in background

Designing for Site Function

- ▶ Integrated organizational/campaign site audiences
 - First time visitors who are leaning about issue or organization
 - At least as concerned about the problems/issues as the action
 - Move them to action

Campaign Web Sites

▶ Essential Path Destinations

- About Us
- About the Issue
- Campaign Updates
- Get Involved/ Take Action
- Press Room
- Donate

About Us

- ▶ Mission Statement
- ▶ Staff and Board biographies
- ▶ Contact information
- ▶ Annual Reports, 990's (IRS Filings)
- ▶ Jobs & Internships
- ▶ History and victories
- ▶ FAQ (Frequently Asked Questions)

About the Issue

- ▶ Content in this sections varies based on how you are framing the issue to your supporters
- ▶ Important to frame issue in easy-to-understand terms that relate to personal experience
- ▶ Beware of providing too much information
- ▶ Think of the 1 thing you want users to leave with

- The Amazon Rainforest
- U.S. Forests
- Forests Worldwide
- Bush Rollbacks

Solutions to Deforestation

- Forest Reports

- Oceans

Global Warming and Energy

- Project Thin Ice

- Nuclear

- Toxics

- Genetic Engineering

▶ Get Involved

▶ About Us

▶ Support Us

▶ News

▶ Photos & Videos

▶ Blogs

▶ Log In

▶ Contact Us

▶ **PRESS CENTER**

Bookmark Us! (Ctrl+D)



Did you know that it takes 90 years to grow a box of Kleenex? That's right, every time you use a Kleenex tissue, you are blowing away ancient forests. And every time you use Scott or Cottonelle toilet paper, you're flushing old growth trees down the toilet.

That's because Kimberly Clark, maker of these products, all but refuses to use recycled paper in its products.

Kimberly-Clark's Propaganda

If you've taken action against Kimberly-Clark, you may have received a response to your letter. Don't be fooled by its claims! Let us use the facts to poke holes in its response.

[Check out our comeback here.](#)

It's time to wipe away Kimberly Clark's profits, before our ancient forests – and the creatures that call them home – have disappeared completely.

That's why we've launched our Kleercut campaign. Our demands are simple:

- Kimberly Clark should stop using fiber from endangered forests;
- Use fiber that has been certified by the Forest Stewardship Council;
- Dramatically increase the percentage of post-consumer recycled fiber in all of their tissue paper products.

Take Action >> Tell Kimberly Clark that using ancient forests on

▼

subscribe

HAPPY BIRTHDAY!



ENDANGERED FORESTS

▶ **Get the Facts**

RECENT REPORTS

▶ **Chain of Lies**

ATTN: BUSINESS OWNERS



Sign our Petition

Campaign Updates

- ▶ Information and updates related to the strategy and tactics of your campaign
 - Event report-backs
 - Legislative updates
 - Pictures, pictures, pictures
- ▶ Consider campaign as story
 - Where are we in the story?
- ▶ Link to ways for users to get involved

Take Action / Get Involved

► Online involvement:

- Email Sign Up
- Action Alerts/Petitions
- Contact the Media /Letter to the Editor
- Contact Representative
- Tell A Friend
- Donate/ Become Member
- Legislative Score Card
- Endorse

Take Action / Get Involved

- ▶ Offline involvement
 - Volunteer
 - Intern
 - Events
 - Local Groups
 - Toolkits/Action Resources

Take Action for Books Not Bars

Books Not Bars is fighting every day for real safety in our communities – the safety created by good schools, good jobs and strong community programs. But we can't do it without you.

Please decide which type of involvement makes the most sense for you – and join our effort to make sure our communities are lifted up instead of locked down.



> E-mail the Governor: Tell Arnold to Support the Juvenile Justice Reform Package!

Governor Schwarzenegger needs to hear from you! Add your voice to the public outcry for real solutions. It only takes a minute. [Click to e-mail Arnold.](#)

> Host a screening of **System Failure and Alternatives for Youth** - our two most recent films.

We'll send you DVD or VHS copies of the films and resource materials to give out so you and your friends can take a stand together. To organize a screening please e-mail Zachary or call 510.428.3939 x239.



> Become a BNB Supporter and Stay Up-to-Date

The easiest way to get involved with Books Not Bars is to become one of our Online Supporters. You'll stay in the loop with our E-Updates. And you can help out by spreading the word to your friends and allies with a simple forward. [Click to sign up.](#)

> Volunteer or Intern!

Please consider volunteering some of your time to our campaign to get rid of the CYA and replace it with a system that works. To get information about volunteering, please e-mail Eryn or call 510.428.3939 x238.

MAKE A DONATION



SIGN UP FOR EMAIL UPDATES

your e-mail here

SIGN ME UP

Most Recent BLOG Posts:



Solutions Salon 2: Green Jobs

This time you'll get to sit back in May we held our first Solutions Salon...



Name Our Blog / Read It Too

EllaBlog? Blogs Not Bars? Ella Blogger Center? We don't know.

building people-to-people ties

ACTION CENTER

[Get Involved](#) > [Action Center](#) > Things you can do to make a positive difference

get involved ●

● Action Center

- Hear a Speaker
- Get our eNewsletter
- Become a Member
 - Donate
 - Bike Aid
 - Volunteer

global economy ●

war, peace & democracy ●

travel with reality tours ●

regions ●

what's new ●

Make a difference...
...from where you're sitting.

ACTION TOOLS

- [Look up your elected officials](#)
- [Write to the editor of your local paper](#)

[Conflict in the Middle East](#) | [War in Iraq](#) | [CA Clean Money](#) | [Oil Dependence](#)
[Change Cuba Policies](#) | [End Sweatshops Now](#) | [End Child Slavery](#)

Act Now for Peace in the Middle East



1. [Call Your Congressperson](#)
2. [Host a Speaker](#)
3. [Find a local organization](#) or [Start a Divestment Campaign](#) and [Download Toolkits for Action](#)
4. [Go on a Delegation to the Middle East](#)
5. [Get Middle East News Updates](#) and [Download "Dispelling Misconceptions" Flyer](#)

Demand An End to the Occupation of Iraq Now



1. [Take a Stand by Signing the Voters Pledge!](#)
2. [Invite a Veteran or Military Family Member to Speak in Your Community](#)
3. [Meet with Iraqi Refugees in Jordan and Syria](#)
4. [Get Active with CODEPINK: Women for Peace](#)

Press Room

▶ “Core” Press stuff:

- Press Packet
- Press Releases
- Press List Sign Up
- Press person(s) contact information

▶ Media Resources:

- Images/Video/Slideshows
- Experts (Bios and contact info)
- High Resolution Photos, “b-roll”

Press Room

- ▶ Relevant content:
 - News Coverage
 - Op-Eds
 - Reports
 - Speeches/Transcripts
 - Calendar/Events
 - Advertisements

Bring Them Home Now Tour

Camp Casey, Crawford, TX
to Washington DC

August 31 - September 24, 2005: 51 cities, 28 states in 25 days. Join us on the road and in DC September 24-26!

Help us fund the tour
Donate now

Reports from the Road
About the Tour
Donate to the Tour
Tour Stops
Meet the Families and
Vets
Sponsoring Groups
Press Room
How You Can Help
Materials/Downloads



See photos from the tour

[Home](#) » [Press Room](#)

Press Room

Bring Them Home Now Tour Media Coordinators

These contacts are for media inquiries only including scheduling interviews with tour members:

- Ryan Fletcher: 202-641-0277
- Central Tour: Todd Dusenbery: 202-352-0548
- Northern Tour: Morrigan Phillips: 202-258-1822
- Southern Tour: Katya Kruglak: 703-304-5075
- Email: media@bringthemhomenowtour.org
- To arrange interviews with Cindy Sheehan: Alicia Sexton at 818-442-1463 or Karen Pomer at 310-463-7025

Recent Press Releases

[National Press Release, August 20, 2005](#)

[Candlelight Vigil Press Release - Friday, September 23
September 23rd, 2005](#)

[Available for Interview, Saturday, September 24
September 23rd, 2005](#)

[Washington DC Press Release
September 21st, 2005](#)

[Washington DC Press Advisory
September 21st, 2005](#)

[Baltimore Press Release](#)

Media Center

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RAN in the news

Ads

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September 2006

[Marin County First in Bay Area to Order Plug-In Hybrids](#)

Rainforest Action Network, 09/22/06

[Activists Demand Corporate Responsibility at San Francisco Investors Conference](#)

Rainforest Action Network, Greenpeace, Amazon Watch, 09/21/06

[RAN Announces Market Reintroduction of Anti-Immobility Remedy Petrolius](#)

Rainforest Action Network, 09/15/06

[Stars Grace the Green Carpet for Rainforest Action Network Saturday](#)

Contacts

Media Contacts

[Sam Haswell](#)

Communications Director
(415) 398-4404 x319

[Brianna Cayo Cotter](#)

Media Specialist
(415) 398-4404 x357

Experts

For biographies and contact information for our Executive Director, Founder, or Campaign Directors. Visit our [Experts](#) section.

For more information

About RAN

For over two decades, Rainforest Action Network (RAN) has protected the

Donate/Support Us

► Ways to give:

- Online Donation
- Mailing Address for offline donations
- Planned Giving, Workplace Giving
- Recurring donations
- Become a member
- In-kind donations

Donate/Support Us

- ▶ Other ways to support:
 - Attend events and fundraisers
 - Online shopping
- ▶ Essential information resources:
 - How donated money is spent
 - Where funds come from: Major supporters
 - Community/Business Supporters
 - Tax deduction statement

Donate

Make a donation
Join
Monthly giving
Gift membership
Tribute gift
Memorial gift
Stock gift
Legacy gift
Workplace giving
Protect-an-Acre

[RAN's New York Celebration](#)

[Revel](#)

[Business friends](#)

[Privacy](#)



Donate

Rainforest Action Network is a strategic, progressive environmental organization whose power lies in large-scale market transformation. For 20 years we have nurtured a grassroots movement into a market force capable of convincing once intransigent corporations that environmentally and socially destructive practices are not welcome in the global marketplace.

From individuals to institutions, RAN has fostered a new breed of activism and unleashed the purchasing power of consumer democracy, holding corporations accountable in the supreme court of public opinion. As a result, Citigroup, Bank of America, Boise Cascade, Home Depot, Burger King and others have taken their places in creating a greener future, helping to save our endangered resources by adopting progressive environmental policies that set new best practices in their industries.

Lean and Mean

How we spend your dollar



Program 80%
Fundraising 14%
Administration 5%

Support for RAN



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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