Online Advocacy

Calendaring Campaigns

Who is Aspiration?

▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.

▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.

▶ www.aspirationtech.org/services

Learning Goals

▶ Define Campaign Calendar

▶ Discuss Calendar Process

▶ Understand the need to adapt schedule

▶ Review a sample campaign calendar

▶ Learn pre-send and post-send time lines

Campaign Calendar

- "Campaign Calendar"
  - A scheduled set of dates with planned email messages, online actions and other engagements that you maintain across a campaign

- Calendars allow you to
  - Sustain consistent messaging
  - Coordinate internal processes and projects
  - Avoid list fatigue

Why Calendar?

▶ Keeps a consistent presence in your contacts' inboxes (you don't want to appear once a year)

▶ Ensure that programs and campaigns are messaged and not forgotten

▶ Construct a single email with multiple people providing content

Calendaring Process

▶ Define the role that internet will play in your messaging and mobilization strategies

▶ Characterize your online campaign calendar as a story that spans your timeline:

> ▶ *"We'll do general education 3 months out, get supporters focused with online actions 2 months out, then pump up email delivery frequency in the 4 weeks leading up to mobilization date"*

▶ Know your message arc

▶ How are you educating and moving your base towards action?

Example of a Message Arc

▶ A new law is on the ballot and it's horrible! Sign our petition!

▶ Look at all these signatures we've received! Help us email our lawmakers!

▶ The vote is tomorrow! Come and show your opposition!

▶ We won! The law didn't pass! Help us continue this important work by donating!

Calendaring Process

- ▶ Message calendering is the art of scheduling the known together with the unknown
  - ▶ Create initial calendar, then evolve over time
- ▶ Establish a pace
  - ▶ How often will you hit your list?
- ▶ When will you escalate delivery rate?
  - ▶ Lead-up and follow-up around events
  - ▶ When is the finish line? Is there one?

Calendar Process

- **Who manages the calendar?**
  - What is the role and responsibilities?
  - Are they empowered to resolve the following…
- **What is the process for**
  - Adding messages to the calendar?
  - Resolving conflicts - what gets bumped?
  - Balancing campaign goals with list fatigue?
  - Storing and tracking calendar milestones?

Building the Calendar

▶ **Identify known events and milestones**

    ▶ What are fixed dates you know you'll message?

▶ **Slot in support content to complement pace**

    ▶ These message dates are subject to change

▶ **Identify list segments for "micro-targeting"**

    ▶ Messages to segments impact larger calendar

▶ **Evolve the calendar as campaign develops**

    ▶ Remain flexible, adapt to feedback & results

Email Content Calendaring

	January				February
Important Dates					
Email Template Areas					
Subject Line					
Engagement Ask					
Main Content Part 1					
Main Content Part 2					
Main Content Part 3					
Sidebar 1					
Sidebar 2					

Online Channel Calendaring

	January					February
Important Dates	5th – Quarterly Newsletter			20th – Party Reminder	11th – Party Last Chance	12th – Annual Member Party
Website	5th – Update "Newsletters"					
Email	5th – Send Newsletter			20th – Send Party Reminder	11th – Send Party Reminder	
Facebook		6th – Post newsletter to Facebook				
Twitter			7th – Tweet Newsletter	20th – Tweet Party Reminder	11th – Tweet Party Reminder	12th – Live Tweet Party
Blog						

Evolving the Calendar

- You can't know the future when you calendar
  - Your calendar must be adaptable
- Be ready to respond to:
  - New developments in campaign
  - Shift in organizational priorities
  - Current events: tie breaking news to campaign
- Calendar changes must be transparent
  - All stakeholders need to know what and why

"Support" Content

- Support content is used for messaging during "down times" or lulls in the campaign
- Education pieces
  - About your issue, your target(s), your other work
- Donation appeals
- Non-tactical online engagements
  - Sign a petition, take a survey, spread the word
- Shout-outs for allies and related causes

Sample Campaign Calendar

Fixed Dates	Campaign Milestone	Email Messages to Send	Other Channels	Send Date
	Campaign Target Selection	Target List Survey	FB, Twitter	12-Jan
19-Jan	**Target Announcement**	Announcement Talking Points Sign Our Petition	FB, Twitter, Blog	20-Jan
		Announce Day of Action	FB, Twitter, Blog	1-Feb
	Video about Target	Announce Video w/Share Opportunities	YouTube, FB, Twitter	10-Feb
		Day of Action lead-in with donation appeal		17-Feb
25-Feb	**Day of Action**			
		Follow Up on Day of Action Donation Appeal	Blog	26-Feb

Engagement Cycles

- When people engage online, reciprocate with an online engagement cycle
  - Your engagement should map to their activity
- Possible cycles include:
  - Online Take-Action cycle
  - Email Sign-On cycle
  - Donation cycle
  - Day-of-Action Event Host and Participant cycles

Blast Pre-Send Time Line

▶ If a message is going out on date X, what needs to be ready when?

- ▶ Message development: Content authored
- ▶ Template selected/designed
- ▶ Images and other media assets ready to go
- ▶ Click-through page and content ready to go
- ▶ Integration of all the above to be blast-ready
- ▶ Testing, testing, testing...Blast!

Blast Pre-Send Time Line

- **Sample Timeline for scheduled blast (YMMV)**
  - Content authored: 7-14 days out
  - Template selected/designed: 5-7 days out
  - Images and other media assets: 4-5 days out
  - Click-through page and content: 3 days out
  - Integration: 2 days out
  - Testing, testing, testing: day before
  - Blast!

Blast Post-Send Time Line

▶ Verify blast processed by mailing host

▶ Check replies: immediately and always

▶ Check open/clickthru rates after 12-24 hours

▶ Check unsub count on list after 1-3 days

▶ Assess effectiveness of blast after 2-4 days

▶ Adjust future calendar items based on results and learnings

Calendaring Templates

	January	Febr
Programs		
Program #1		
Program #2		
Program #3		
Campaigns		
Campaign #1		
Campaign #2		
Campaign #3		
Events		
Event #1		
Event #2		
Event #3		
Fundraising Ask		
Ask #1		
Ask #2		
Ask #3		

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Calendaring Templates

	January						Febr
Programs							
Staff	Welcome						
Campaigns							
Deforestation	Take Action						
Events							
Member Party	Announce			Reminder	Last Chance		
Fundraising Ask							
Member Party Ask							

Calendaring Templates

	January					February
Important Dates	5th – Quarterly Newsletter			20th – Party Reminder	11th – Party Last Chance	12th – Annual Member Party
Email Template Areas						
Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
Engagement Ask				Register Now!	Register Now!	
Main Content Part 1	Annual Member Party			Party Purpose		
Main Content Part 2	Take action around deforestation!			Party Details		
Main Content Part 3	Welcome our Two new employees					
Sidebar 1				Register Now! Button	Register Now! Button	
Sidebar 2						
Programs						
Staff	Welcome					
Campaigns						
Deforestation	Take Action					
Events						
Member Party	Announce			Reminder	Last Chance	
Fundraising Ask						
Member Party Ask						

Section Summary

- Campaign Calendar gives pace and structure to campaigns
  - Calendar Process makes for sustainable calendars and campaigns
  - Enhance with "support content"
  - Adapt schedule as campaign evolves
  - Follow pre-send and post-send time lines

Thank You!

▶ Questions?

▶ Comments?

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