

# Communications Processes

## Calendaring Your Messaging



# 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](http://www.aspirationtech.org/services)

# Learning Goals

- ▶ Define Messaging Calendar
- ▶ Discuss Calendar Process
- ▶ Understand the need to adapt schedule
- ▶ Review a sample calendars

# Four Processes

## Audience Assessment



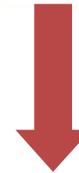
## Publishing Matrix



## Tracking & Metrics



## Message Calendar



# Message Calendar

- ▶ “Message 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

# Sample Campaign Calendar

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

# Calendar 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!

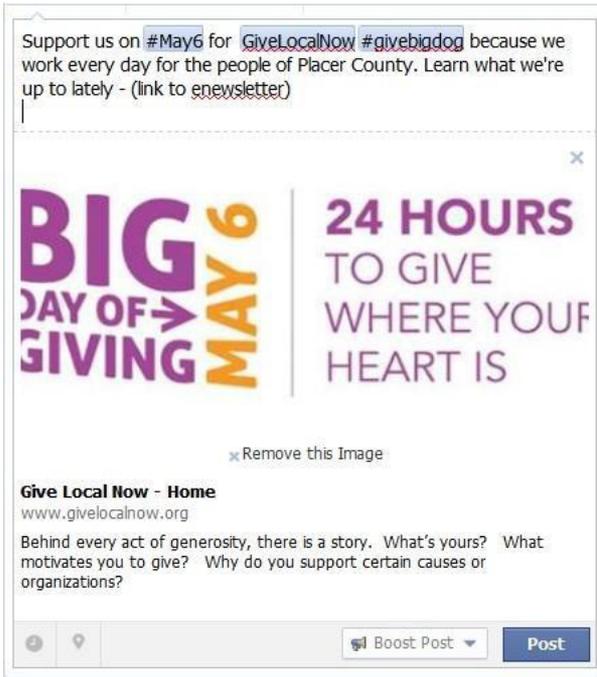
# Tell 'em Triple

- ▶ Tell 'em what you're going to tell 'em
  - ▶ Ex. "We're planning our next set of trainings, what topics would most interest you?"
- ▶ Tell 'em
  - ▶ Ex. "Thanks for your feed back! Here are our upcoming trainings offerings."
- ▶ Then, Tell 'em what you told 'em
  - ▶ Ex. "We had a great training series, here are the materials we covered. Let us know what you think!"

# Tell 'em Triple

Tell 'em what you're going to tell 'em

Tell 'em



Tell 'em what you told 'em



# 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

# Calendaring Process

- ▶ Message calendaring 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?

# 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 specific audiences for larger impact
- ▶ Evolve the calendar as campaign develops
  - ▶ Remain flexible, adapt to feedback & results

# Channel Message Calendar

	October				November			
Important Dates	Quarterly Newsletter			Party Reminder	Party Last Chance	Annual Member Party	Thanks for the Great Party	
Website	Update "Newsletters"							
Email	Send Newsletter			Send Party Reminder	Send Party Reminder		Send Party Thanks	
Facebook		Post newsletter on FB						
Twitter			Tweet Newsletter Link	Tweet Party Reminder	Tweet Party Reminder	Live Tweet Party	Tweet <u>Picts</u>	
Blog								

# Why Message 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
- ▶ Plan a "message arc" for your end of year "story"

# Message Calendaring in Practice

- ▶ Javier shares his experience with using a Message Calendar
- ▶ View Aspiration's Actual Message Calendars

# 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?

# 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

# Email Message Calendar

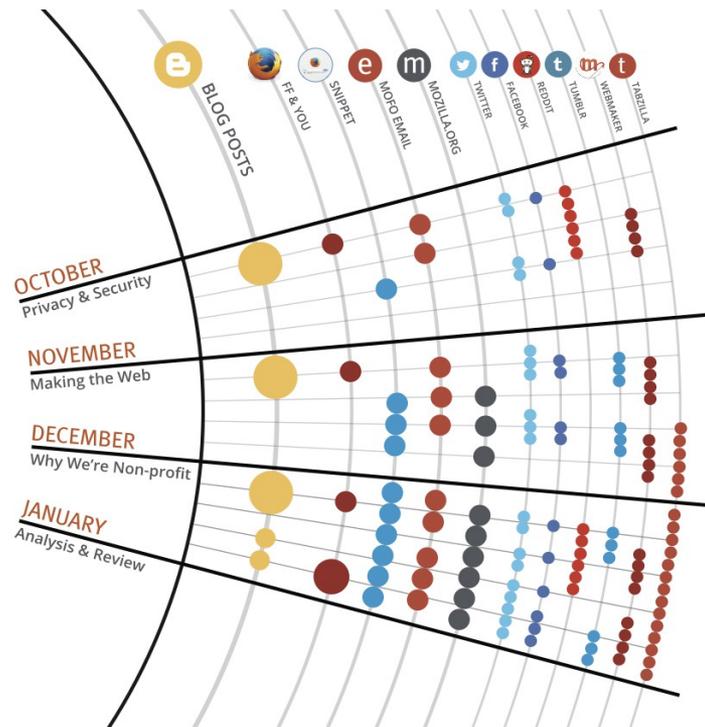
	October				November			
<b>Important Dates</b>								
<b>Email Template Areas</b>								
Subject Line								
Engagement Ask								
Main Content Part 1								
Main Content Part 2								
Main Content Part 3								
Sidebar 1								
Sidebar 2								

# Email Message Calendar

		October			November		
<b>Important Dates</b>	Quarterly Newsletter			Party Reminder	Party Last Chance	Annual Member Party	Thanks for the Great Party
<b>Email Template Areas</b>							
<b>Subject Line</b>	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!		We had a blast and hope you did too!
<b>Engagement Ask</b>				Register Now!	Register Now!		
<b>Main Content Part 1</b>	Annual Member Party			Party Purpose			Thanks for attending and supporting
<b>Main Content Part 2</b>	Take action around deforestation!			Party Details			Not there? Check out the pictures
<b>Main Content Part 3</b>	Welcome our Two new employees						
<b>Sidebar 1</b>				Register Now! Button	Register Now! Button		
<b>Sidebar 2</b>							

# End of Year Fundraising Calendar

- ▶ Mozilla shared their end of year fundraising campaign calendar with their community.



## Mozilla End of Year Fundraising Campaign 2013

2013 will see Mozilla launch its first large-scale, end of year fundraising campaign. Our design builds from the community conversations - in person, on the phone, and through surveys - we've held over the past year.

- 1 Each month will focus on one of the themes behind our mission: fight, make, and empower.
- 2 A blog post by a senior executive will set the tone and provide language for the proceeding outreach across our channels.
- 3 The frequency of communication will ramp up as we near the end of December, culminating on the 30th, the biggest day of the year for campaign fundraising.

We're fortunate to have new leadership behind this year's efforts, including a senior executive joining us from Change.org. We have also engaged M+R Strategic Services, who advise Wikimedia's fundraising.

We're committed to making the 2013 campaign a success and hope that you'll join us in making it the biggest and best yet.

For detailed information visit: [mzl.la/eoy2013](http://mzl.la/eoy2013)  
To ask questions or get involved, e-mail [devteam@mozillafoundation.org](mailto:devteam@mozillafoundation.org)

» Source: <http://valianttry.us/?p=42>

# Programmatic Message Calendar

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

# Combined Message Calendar

	January			Febr		
<b>Important Dates</b>	5 <sup>th</sup> – Quarterly Newsletter			20 <sup>th</sup> – Party Reminder	11 <sup>th</sup> – Party Last Chance	12 <sup>th</sup> – Annual Member Party
<b>Email Template Areas</b>						
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						
<hr/>						
<b>Programs</b>						
Staff	Welcome					
<b>Campaigns</b>						
Deforestation	Take Action					
<b>Events</b>						
Member Party	Announce			Reminder	Last Chance	
<b>Fundraising Ask</b>						
Member Party Ask						

# End of Year Fundraising Calendar



	October			November			December			January	
<b>Important Dates</b>				<b>Annual Conference</b>							
<b>Email</b>		Win a Trip to Annual Conference	Something New & Annual Conference		That was great! Post Event Email		We're protecting X		Build the future, together	What I believe (ED)	2 quick ask emails Thank you!
<b>Programs</b>											
Issue 1											
Issue 2											
Issue 3											
<b>Events</b>											
Annual Conference											
<b>Fundraising Ask</b>											
Support Conference											
\$30.00											
\$15.00											

# "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

# Support Content Calendaring

## ► Greenlining Institute's Content Schedule

Sample Post Schedule					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKENDS
Breaking/hot news related issues & programs	Breaking/hot news related to issues & programs	Breaking news related to issues & programs			
Highlight Issue #1	Highlight Issue #2	Highlight Issue #3	Highlight Issue #4	Highlight Issue #5	Fun and personal posts with humor
Promote events for the week	Highlight on Social Media	Highlight on Research	Spotlight on Staff	Follow Friday (#FF)	
Share resources	Highlight on Leadership Academy	Encouraging and empowering quotes	Behind the scenes look at the organization	Promote local weekend events	
Mainstream news round-up	Promote current online campaign	Promote current online campaign	Share job opportunities	Fun Friday - share something fun	
			Throwback Thursday		

- More about the Social Media Toolkit -

<http://j.mp/1d5ENsv>

# Section Summary

- ▶ Campaign Calendar gives pace and structure to campaigns
- ▶ Calendar Process makes for sustainable calendars and campaigns
- ▶ Adapt templates to fit your needs
- ▶ Enhance with “support content”
- ▶ Adapt schedule as campaign evolves

# Thank You!

- ▶ Questions?
- ▶ Comments?



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