



## DIGITAL 101

Thursday, September 1

### Key Takeaways:

- In an age when 88.5% of Americans are online, all communications, program operations, and fundraising should include a digital focus
- A digital department helps an organization with:
  - **Messaging:** framing its issue positions online
  - **Mobilizing:** building an organization structure to activate and mobilize supporters online
  - **Money:** fundraising among supporters online
- Digital is more than a department—it's part of our culture. Everyone is digital to some degree. It's digital's role to meet people where they're at

### Today's Assignment:

- In your next class, Principles of Digital Communication, you will learn to establish strong relationships with a digital audience with authenticity, relevance, and efficacy to achieve the short and long-term goals of your organization, **Climate STRONG**
- To prepare for the class, read about the organization for which you work, **Climate STRONG**, and become familiar with the structure of the digital department, as well as your role as a Digital Content Producer
- Begin reading about Climate STRONG and your role on Page 2 of this document

### Questions to Consider:

Following your reading, you should feel comfortable answering the following questions:

1. What is the mission of the organization, **Climate STRONG**?
2. What is the **Message** the organization supports? (can be more than one)
3. What tactics does **Climate STRONG** use to activate and mobilize its supporters?
4. What is the volunteer infrastructure the organization uses?
5. What do **Climate STRONG** supporters care about and why do they donate to the organization?

### Additional Reading:

Interested in how digital tactics and tools influenced the presidential campaigns in 2008 and 2012? Read the Joyce Foundation's report on how campaign lessons can amplify your work – [download the report](#).



## Organization: Climate STRONG

### Mission Statement

Climate STRONG (CS) is a national, non-partisan climate-advocacy organization. We are enthusiastically growing the climate movement by training, educating, and mobilizing community members across the country. As a grassroots driven organization, CS is committed to utilizing digital tools to provide climate organizers with the skills and tools needed to turn climate-change denial into something that is socially and politically unacceptable. **Along with our active initiatives, we strive to hold decision makers accountable for their stances on climate and the key votes they take on the issue.**

### Where We've Been

Our climate organization was founded in 2011. Since then, we've established volunteer organizing teams across the country in communities and on college campuses. We challenge the climate-change deniers and educate the public about the climate in an easily digestible way. By using the power of organizing, we make a difference on climate issues on the national, state and local levels. We also lead national volunteer summits twice a year to bring organizers together and help continue to develop their skills because we're dedicated to their success.

### Where We're Going

We're currently working on expanding our campus programs and getting more students and advocates involved on campus. This is one of our many efforts to continue holding climate deniers accountable in new innovative ways. We also strive to empower even more organizers to take action in the climate movement within their communities because no action is too small.

This year, Climate STRONG supporters across the country will engage digitally with the organization by sharing digital content with their networks, targeting Climate Deniers online, organizing house meetings, and arranging office visits to Members of Congress. The organization will continue to train its supporters so they can take effective action in their communities.

### Where We Stand

As an organization, we stand firm with the Environmental Protection Agency and attempt to further many of their initiatives. We believe that Global Warming is real, detrimental to our planet, and must be combatted socially and politically. Climate Strong also feels strongly that those who deny climate change and advocate against climate protection should suffer social and political consequences



## Your Job and Department

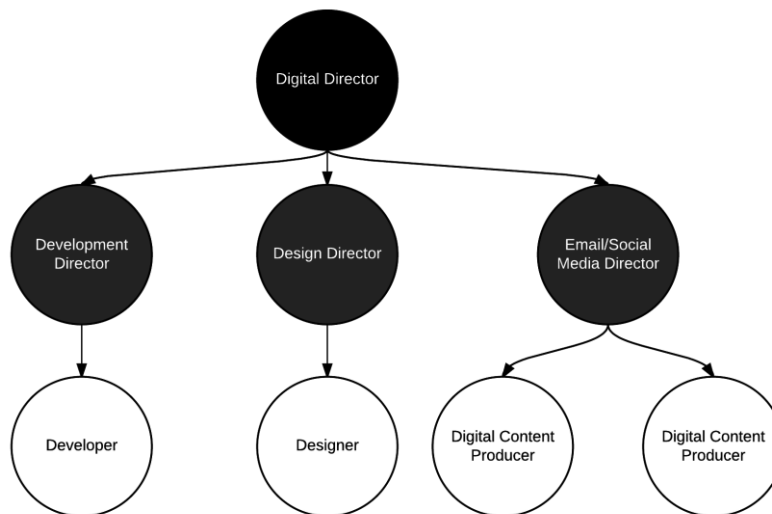
### Your Job: Digital Content Producer

Digital Content Producers know how to tell a story and inspire action, while working on tight deadlines in an often high-pressure environment. Your work will shape the debate and give a voice to everyday Americans on climate issues.

Responsibilities include:

- Drafting, editing, proofreading, and deploying emails to a large audience
- Helping build and test innovative ways to engage supporters through email and social media
- Designing and executing email and social media optimization plans
- Writing for several voices with a consistent tone and for various email and social media platforms
- Responding rapidly to breaking news through email and social media

### Your Department: The Digital Department



The Digital department at CS is made up of different teams, divided by specialty: Email/Social Media, Development, and Design. From emails to tweets to rich, interactive experiences, the Digital Department connects supporters across the country and give them the power to take meaningful action on the fights they care about. As a department, our goals can best be summed up as “The Three M’s”: Raise MONEY at the grassroots level to keep the organization growing, Get the MESSAGE out, to our supporters and the larger public, MOBILIZE our grassroots community



## Departments You Work With

### Executive Department

**Mission of the Department:** The team of the Executive Director is the “behind the scenes” team that helps to keep CS running. The executive team at CS is here to provide the organizational structure and support through operations and accounting. Our team is made up of Human Resources, Accounting, Legal Counsel and Operations. If you have questions about any of these areas—or about the office or logistics—the executive team is here to help.

**How you interact with the Department:** You will look to the Executive Department to approve content and strategy, and adjust content based on their suggestions.

### Communications Department

**Mission of the Department:** The Communications team builds relationships with national, regional and local media to provide a vehicle to talk about the work CS is doing. We work across all teams to establish the CS narrative on our national and state-specific issue campaigns. We develop strategic communications plans, both internally and externally. We provide content and message support for our volunteers on the ground, with guidance for the most effective ways to communicate about climate. We build media launch plans for our initiatives, field incoming press inquiries on a regular basis, and monitor the daily news cycle for opportunities to use our resources to advance climate initiatives.

**How you interact with the Department:** Often, digital content goes out to our vast community of supporters and must be checked by the Communications department before it’s sent. You will work alongside the Communications team to refine messaging in the content you produce, and make sure digital content aligns with the overall organizational narrative.

### Grassroots Department

**Mission of the Department:** Our Grassroots team manages all of the community organizing that happens across the country to further advance a progressive agenda. We provide resources and support to volunteers who are mobilizing in their communities around important national and local issues.

**How you interact with the Department:** You will work with the grassroots team, which consists of 5 people, to coordinate digital organizing efforts and to ensure that all content related to grassroots organizing accomplishes a specific goal.



## Training Department

**Mission of the Department:** From developing well-rounded volunteer leaders for our chapters across the country to developing the skills of mid- and senior-level staff at CS and throughout the progressive community, the Training Team grows the pool of high-quality talent at all levels of the progressive movement. The Training Team's main responsibilities are to bring new organizers into the progressive movement, develop our volunteers to be successful, well rounded organizers, and to strengthen the progressive movement by investing in the skills and development of staff already working in the progressive world.

**How you interact with the Department:** You will work with the training team to coordinate digital initiatives with those of the training department. When your content relates to training, you will work alongside the training department.

## Policy Department

**Mission of the Department:** The Issues team closely follows developments in policy and determines the strategies we take to move our Climate agenda forward. We are responsible for running CS's advocacy campaigns focused on educating the public and ensuring that Climate change deniers are held accountable. We also develop strong relationships with coalition partners throughout the country to coordinate and work together wherever possible.

**How you interact with the Department:** Digital content involves information regarding our policy stances or the climate policy of elected officials or other organizations. You will work with the policy team to coordinate your content and the policy of Climate Strong.

## Development Department

**Mission of the Department:** The Development team works closely with our Executive Director, and members of our staff to keep our top supporters informed about and engaged with on our programming. Our team's main responsibility is to develop and maintain relationships with key stakeholders in the donor community. We manage programs that maintain the overall integrity of our donor database, and communicate directly with board members.

**How you interact with the Department:** The goal of the development team is to raise money and ensure our organization's future, and digital content is a big part of that. Digital fundraising and advertising is a key part of development and you will work with the development team to harmonize that content.