|  |
| --- |
| **WORKBOOK: Email Campaign Strategy** |

**BACKGROUND INFORMATION:**

**This article came out on September 15, 2016:** [**Obama Designates 1st Marine National Monument in the Atlantic Ocean**](http://www.npr.org/sections/thetwo-way/2016/09/15/494042979/obama-to-designate-first-marine-national-monument-in-the-atlantic-ocean?source=socnet_tw_cc_20160915_ofa_npr_marine_5&utm_medium=social&utm_source=tw_ofa&utm_campaign=socnet_tw_cc_20160915_ofa_npr_marine_5&utm_content=20160915_ofa_npr_marine_5)Brainstorm a social media campaign around this article. You will brainstorm an email campaign in conjunction with the background information below

Your Digital Director and senior leadership at Climate STRONG have asked the digital team to brainstorm a campaign to support efforts to fight climate change and call out climate deniers. The Finance Team sees this as a great opportunity to raise funds. Based on similar campaigns the organization has ran in the past, the Finance Team projects a goal of $50,000. The Grassroots Team sees this as an opportunity to bring in 100 new volunteers in the key states of Ohio, Kentucky and Florida. Your campaign should target different audiences – from strong supporters like monthly donors and active volunteers to potential new donors and supporters who care about climate change. The Digital Director has asked the entire digital team to be available to help with the project.

|  |
| --- |
| **STEP 1: BRAINSTORM GOALS** |

Become familiar with the digital campaign we have been running at Climate STRONG. Then brainstorm your vision for your email campaign by answering the following questions:

What is the goal of your email campaign?

|  |
| --- |
|  |

Who is your audience?

|  |
| --- |
|  |

What do you want your members to do?

|  |
| --- |
|  |

Why should your members donate to the goal?

|  |
| --- |
|  |

|  |
| --- |
| **STEP 2: CRAFT YOUR ASKS** |

No that you have your campaign goals, determine your asks. Come up with three asks you would like to make in chronological order. To complete your work, consider the following:

* What are you asking your audience to do?
* Where are you linking them to?
* Which ask comes first?

**ASK #1: 1st email**

Description:

Link Description:

**ASK #2: 2nd email**

Description:

Link Description:

**ASK #3: 3rd email**

Description:

Link Description:

|  |
| --- |
| **STEP 3: DESIGN YOUR ANGLES** |

Come up with three angles for your three asks. Keep in mind that your angle provides a different viewpoint for why someone should respond to your ask.

**ASK #1 ANGLE:**

|  |
| --- |
|  |

**ASK #2 ANGLE:**

|  |
| --- |
|  |

**ASK #3 ANGLE:**

|  |
| --- |
|  |

|  |
| --- |
| **SOCIAL MEDIA CONTENT PRODUCTION**  |
| **Activity Workbook** |

You will use this activity workbook to produce a total four social media content products:

1. Sign-On Page Copy
2. Metadata Copy
3. Three Tweets
4. Three Facebook Posts

You will begin to produce your work during the live webinar on Thursday. You will complete your social media content production after class **and submit your work for review by Wednesday, October 5, 2016 at 9:00am.**

|  |
| --- |
| **RESOURCE BANK** |

Training Slides for Review: [Social Media Content Production Slides](https://www.dropbox.com/sh/9m4bdfamijivypf/AAAcAeBE-oHwvHlj1E32RRfMa?dl=0)

Last Week’s Workbook: [CLICK HERE FOR LAST WEEK'S SLIDES](https://docs.google.com/spreadsheets/d/1HxdsFZo3wU7WY2dTL3C_h3e5FV2E6XgfIpmwVDyh0Sg/edit)

GIF Site: <http://giphy.com/>

|  |
| --- |
|  |

|  |
| --- |
| **ACTIVITY #1: BRAINSTORMING [15 MINUTES]** |

**This article came out on September 15, 2016:** [**Obama Designates 1st Marine National Monument in the Atlantic Ocean**](http://www.npr.org/sections/thetwo-way/2016/09/15/494042979/obama-to-designate-first-marine-national-monument-in-the-atlantic-ocean?source=socnet_tw_cc_20160915_ofa_npr_marine_5&utm_medium=social&utm_source=tw_ofa&utm_campaign=socnet_tw_cc_20160915_ofa_npr_marine_5&utm_content=20160915_ofa_npr_marine_5)Brainstorm a social media campaign around this article. Your campaign will have three components:

1. **Sign-On Page** to collect supporters information and mobilize them around this issue. It is up to you what your mobilization ask will be.
2. **Twitter Messages** that inform your audience about the issue and lead them to your Sign-On page.
3. **Facebook posts** that inform your audience about the issue and lead them to your Sign-On page.

Brainstorm what your strategy will be by answering the questions below. Remember: You are a Digital Content Producer at Climate STRONG, an issue-advocacy organization focused on calling out Climate Deniers. Your supporters are spread across the country and work locally to fight against climate change.

1. **What is the goal of your campaign?**

|  |
| --- |
|  |

1. **What do you want your members to do?**

|  |
| --- |
|  |

1. **What is your message? (Hook + Call to Action + Why should someone act?)**

|  |
| --- |
|  |

1. **Who is your audience? (Remember, you are reaching out to them on TW and FB)**

|  |
| --- |
|  |

|  |
| --- |
| **ACTIVITY #2: PRODUCE A SIGN-ON PAGE [15 MINUTES]** |

Produce a Sign-On page for your social media campaign. As part of the Sign-On page, write a title for the page, text, and space to collect email information (email, ZIP code).

Remember, your Sign-On page is where your audience will land if they respond to your mobilization ask on social media. A Sign-On page usually uses a “Call to Action” as title, is short, and collects someone’s email and zip code. In some occasions, depending on the goal of the campaign, the Sign-On page can be used to collect thoughts or comments, and even signatures in support of a cause.

**TITLE:**

|  |
| --- |
|  |

**TEXT:**

|  |
| --- |
|  |

**EMAIL INFORMATION:**

|  |
| --- |
|  |

|  |
| --- |
| **ACTIVITY #3: PRODUCE METADATA [5 MINUTES]** |

Produce the metadata for your Sign-On page. Your metadata should have a Title and a short summarizing text. Your Title is typically the Call to Action. Your summary must be 350 characters or less (usually a lot less).

**METADATA**

**TITLE**

|  |
| --- |
|  |

**TEXT (350 Characters)**

|  |
| --- |
|  |

|  |
| --- |
| **ACTIVITY #4: PRODUCE TWEETS [10 MINUTES]** |

Produce three Tweets to accompany your social media campaign:

* Smile Tweet
* Informational Tweet W/ No Call to Action
* Tweet W/ Sign-On Page and Call to Action

**Resources:**

Article: [**Obama Designates 1st Marine National Monument in the Atlantic Ocean**](http://www.npr.org/sections/thetwo-way/2016/09/15/494042979/obama-to-designate-first-marine-national-monument-in-the-atlantic-ocean?source=socnet_tw_cc_20160915_ofa_npr_marine_5&utm_medium=social&utm_source=tw_ofa&utm_campaign=socnet_tw_cc_20160915_ofa_npr_marine_5&utm_content=20160915_ofa_npr_marine_5)

GIF Site: <http://giphy.com/>

**SMILE TWEET**

|  |
| --- |
|  |

|  |
| --- |
|  |

**INFORMATIONAL -- NO CALL TO ACTION**

|  |
| --- |
|  |

|  |
| --- |
|  |

**SIGN-ON PAGE -- CALL TO ACTION**

|  |
| --- |
|  |

|  |
| --- |
| **ACTIVITY #5: PRODUCE FB POSTS [AFTER CLASS]** |

Produce three Facebook posts to accompany your social media campaign:

* Smile FB posts (use one of the images, no GIFS on FB)
* Informational FB post W/ No Call to Action
* FB post W/ Sign-On Page and Call to Action

**SMILE FB POST**

|  |
| --- |
|  |

**INFORMATIONAL -- NO CALL TO ACTION**

|  |
| --- |
|  |

**SIGN-ON PAGE -- CALL TO ACTION**

|  |
| --- |
|  |

|  |
| --- |
| **SUBMIT YOUR FINAL PRODUCT BY Wednesday, October 5 by 9:00am BY EMAILING YOUR WORKBOOK LINK TO FELLOWS@BARACKOBAMA.COM** |