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| **PRINCIPLES OF DIGITAL COMMUNICATION** |
| **Activity Workbook** |

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| **ACTIVITY #1: Authenticity** |

**Read the email below.** Draft four subject lines for the email that are authentic. Remember that authentic means being real, honest, and delivering on what you promise. Moreover, storytelling increases authenticity. Plain language make you personable, which also make you more authentic with you audience.

**Sample Email:**

*Friend --

One of the most exciting things about organizing is seeing how the same principles look different in practice across the country.

Whether folks are organizing in Albuquerque to protect women's rights, or in the middle of Manhattan fighting climate change, it's amazing to see how geography and culture can change the way we work.

Hawaii is a place known for both.

Find out for yourself -- enter OFA's new contest and you could win a chance to see how organizing works in paradise.

Our 50th state has a long, proud history, and organizing is playing a role in writing its future.

We celebrated when marriage equality became a reality there. We were impressed by Hawaii again when we heard that the state was on the path to running on fully renewable energy.

That's progress to be proud of -- and this contest could make a pretty good celebration for you and a guest.

Add your name today, and you'll have a chance at a free trip to Hawaii on us:

https://my.barackobama.com/Your-Chance-to-See-Hawaii

Thanks,

Jennifer

Jennifer Warner
National Organizing Director
Organizing for Action*

1. **Subject Line # 1:**

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1. **Subject Line # 2**

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1. **Subject Line # 3**

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1. **Subject Line # 4**

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| **ACTIVITY #2: Relevance** |

Review the digital campaign simulation below and write a message that is both authentic and relevant to your audience. Who is your audience? Why is it important to them? How should they feel? Remember: Messages are relevant when you understand your audience. A message should be authentic and relevant.

**Background Information:**

Your Digital Director and senior leadership at Climate STRONG have asked the digital team to brainstorm a campaign to call out climate deniers.

* The Finance Team sees this as an opportunity to raise funds. Based on similar campaigns the organization has run 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.

**Sample Issue: Health Care Enrollment**

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| **Target Audience** | **How does this issue affect the audience?** | **What should the audience feel after consuming the content?** | **Relevant and Authentic Message** |
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**Your Climate Change Campaign:**

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| **Target Audience** | **How does this issue affect the audience?** | **What should the audience feel after consuming the content?** | **Relevant and Authentic Message** |
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| **ACTIVITY #3: Review** |

Review the relevant and authentic message you wrote during Activity # 2. Now that we have reviewed efficacy, re-write your message to enhance its efficacy. Remember: efficacy tells your reader/audience how your relevant, authentic call to action will help solve the issue/challenge.

**Original Message from Activity # 2**

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**Revision**

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