Class Agenda

**Week 4: Digital Advocacy**

**TIME ALLOTTED:** 3:00-5:50 PM

**INSTRUCTOR(S):**

**GUEST SPEAKER(S):** None

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**PRINTED MATERIALS NEEDED:**

* Worksheet: Mapping Out a Digital Campaign

**GOALS FOR THE SESSION:**

* (K) Know why digital strategy is important to issue advocacy
* (S) Be able to map out one digital campaign for your issue campaign
* (A) Be confident and ready to write a Digital Strategy section into your issue campaign plan

**SKELETAL AGENDA:**

**3:00 – 3:15 Introduction and Report-back on Campaign Message Frame**

**3:15 – 4:00 Role of a Digital Program in an Advocacy Campaign**

**4:00 – 4:15 Break**

**4:15 – 5:15 Mapping Out a Digital Campaign**

**5:15 – 5:30 Strategies for Effective Digital Content**

**5:30 – 5:45 Applying These Principles to Your Own Campaign**

**5:45 – 5:50 Debrief, Next Steps and Closing**

**ANNOTATED AGENDA:**

**3:00 – 3:15 Introduction and Report-back on Campaign Message Frame**

* Agenda for tonight
* Goals for tonight
* Disclaimer about tonight: we’re covering strategic framework - not HOW to do Digital tactics
* Welcome and Introduce Alex
* Around the horn: Your name + Campaign message one-liner

**3:15 – 4:00 Role of a Digital Program in an Advocacy Campaign**

* Discussion question: How do you use digital media in your daily life? What do you go to it for?
  + Breaking news, keeping up with friends, seeing photos, know what events are happening around town, etc. The point is, it’s where you get information to make choices about your life. It’s personal.
* Why Digital Matters: It’s how and where people interact.
  + Digital media is how and where people interact. It’s effective at giving people a voice. [Share numbers of people who are on various channels.]
* Why Digital Matters: People are paying attention
  + Three examples: Daredevil; Wendy Davis Tweet, Tyrone Hood
* Why Digital Matters: It democratizes people’s voice and provides access to elected officials
  + Here’s an example of an elected official engaging on Climate change
  + Here’s an example from #DoSomething, people calling us and asking us to stop
* Why Digital Matters: It allows many more people to participate.
  + Introduce ladder of engagement
* Another way to look at ladder of engagement:
  + Over on the left are your lowest bar asks, middle area is where your passive observers start to become active participants. The further right, the more your audience is engaged, taking leadership roles, and championing your cause (this could also include monetary support), with your very best people all the way at the right.
  + What Digital does is expand the pool of people you move along the ladder of engagement by providing entry points for a gazillion more people.
* What Digital is for: Messaging, Mobilization, Money.
  + Now you know WHY to use it. But the Three Ms are what you use it FOR.
  + These are the three guiding principles of a digital program.
  + Any good program will use the three Ms to facilitate the ladder of engagement – which will in turn make it easier to accomplish the three Ms!
* Messaging:
  + What’s your stance on the issue? What’s your frame? Why should people come to you to learn about it? What do you want them to take away? What do you want them to do? This is critical in order to achieve the support you need.
* Mobilization:
  + What is your ask? List building is crucial. Have to have people to make asks of. Paid ads are useful for list building. Brainstorm: What are asks you could make of people?
* Money:
  + It can feel awkward to ask for money. What it is, though, is an opportunity for people to feel ownership over what’s happening, even if they can’t or aren’t comfortable participating in other ways. Once they chip in, they’re more likely to lean in, too.
  + People don’t give easily, though – at least, they shouldn’t. There’s a certain amount of vetting that needs to happen before people feel comfortable plugging in their credit card information online. People’s email inboxes are their personal space – if you’ve done a good job with your narrative and built your list, you’ve made it past the first hurdle of getting through the door.
  + Unlikely you’ll get big amounts, but many more small dollar donations are possible.
* Platforms: Twitter
  + Twitter is your breadth. It’s where reporters go. Much more impersonal
* Platforms: Facebook
  + Facebook also has breadth, but is less breaking-news. Not as good for putting down a marker on an issue, but much better for quality engagement.
  + Neither Facebook or twitter will make you money. They’re for narrative, list building, and other low-bar asks that build your presence.
* Platforms: Email
  + Email is where you make your case (a fuller narrative) and your money.
  + It’s where you can make higher bar asks that transition online supporters into offline activists.
  + Once you deliver people on your list to your grassroots camp, they can make the personal connections and hard asks that engender lasting commitments. Email then keeps them engaged and informed.

**4:00 – 4:15 Break**

**4:15 – 5:15 Mapping Out a Digital Campaign**

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**5:45 – 5:50 Debrief, Next Steps and Closing**