Digital Organizing: Memes to Mobilization

**Agenda**

1. Welcome & Introductions 7:00pm - 7:15pm
2. The 3 M’s 7:15pm - 7:20pm
3. Crafting your Message 7:20pm - 7:35pm
4. Mobilizing to Action 7:35pm - 8:00pm
5. Email Best Practices 8:00pm - 8:20pm
6. Next Steps 8:20pm - 8:30pm

**Outline**

* Welcome & Introductions (15 mins)
  + **Meet Each Other**
    - Name, school, favorite movie
* Program Updates
  + Connecting to OFA chapter
  + Program Tracker
* The 3 M’s (5 mins)
  + Message, Money, Mobilization
  + We will focus on message, mobilization
* Crafting your message
  + Trust is the key
  + **Shoutout Activity 1: Rate the trustworthiness**
  + Debrief: Principles for building trust
    - Authenticity, relevance, efficacy
* Mobilizing to Action
  + Strategic user flow
  + Mobilizing Dan example
  + **Partner Activity 2: Create your own strategic user flow**
* Digital Best Practices
  + Social media sign-ons
  + Email mobilization
  + Not another mail merge
* Next Steps (5 mins)
  + Our next call
  + Your 1:1s
  + Any questions