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