REALTIME FILE

Communities of Opportunity

Digital Advocacy Webinar - Resource Media

Tuesday, May 5, 2020

CART CAPTIONING PROVIDED BY:

Bibiana D. Van Dyk
Certified Realtime Captioner
VAN'S CAPTIONING SERVICES

bibivandyk@gmail.com
360-829-7466 (talk/text)

* * * * *

Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility. CART captioning and this realtime file may not be a totally verbatim record of the proceedings.

* * * * *
Hi, everyone. Thank you for being on time to this webinar. We are just going to wait just a few more minutes for some more folks to join.

Hi, everyone. Thank you so much for joining us on today's webinar. We are going to go ahead and get started. First as was indicated in the registration, just want to remind everyone that this public meeting is being recorded. Some people aren't able to make it, and we want them to have access to this training.

So the presentation portion of this will be recorded but the Q&A will not be. And then also as you may have seen in the chat, Bibiana, who is on this call, will be providing captioning for live transcription for this seminar, and also for this presentation only. There is a Streamtext link that Sarah just posted. If you open the link or open it in a browser, you will be able to follow along the transcription as we go along with this presentation.

I think that's it for logistics. Sarah, do you want to kick us off?

>> Absolutely. Recording going? Hi, everybody. I hope that you are all safe and healthy and your loved ones are safe and healthy on this beautiful day. We are really excited to have you with us for the last in our series of webinars with Resource Media. We know that these are really scary times. I know that all of you have been doing incredible work in community that is more vital than I think that it's ever been, so I want to express my gratitude to you for doing what you are doing, and for making the time to be here with each other today.

I want to let you know that after this webinar is over we will be sending out a followup e-mail that will have a list of resources that Resource Media kindly pulled together, the slide deck from this presentation as well as the recording of this webinar. So if you need to listen to it again, you are able to do that. In addition we will be sending another e-mail with a very quick feedback survey. I took it myself. It's less than three minutes. And I will be putting the link in the chat box at the end.

Lastly the two things I want to share is Resource Media with is also offering one-on-one coaching sessions. If you have questions that are more specific than we can answer today on the webinar, you can contact the trainers at the end of this and schedule time to talk to them directly in a one-on-one conversation. And if you have sensitive or anonymous questions, that might be a good way to handle that as well.

And then lastly I just want to acknowledge this series of webinars is being supported by the Communities of Opportunity Learning Community, and for those of you who might be less familiar with COO, it's an initiative that started in 2014 by King County and Seattle Foundation working in partnership with community, with all of you, to do work that's addressing
inequity, promoting leadership and influencing system change.

And so thank you, again, for being here. And with that I am going to turn it over to Frances and Sian.

Hi, everyone. Sian and I are here from Resource Media. My name is Frances Lee. My pronouns are they/them.

I am Sian Wu, a managing director, and my pronouns are she and her. We both work for Resource Media, which is a nonprofit communications firm. We have been around for about 20 years, and we do a lot of work in the Seattle and King County region with community groups, specifically working on health equity, community health and public health. So we are very happy to be joining you all today, and talking about digital advocacy.

And we also have Sharon with us from Resource Media. Do you want to briefly introduce yourself, Sharon?

I am Sharon Huerta, and I also work for Resource Media based out of the Seattle office, and I am the program assistant.

Great. So Sharon is going to be helping us advance slides today and with any technical questions.

Okay, great. So first we would like to start with a land acknowledgement. Even though we are all meeting virtually, we can't forget the land that we are all standing on. So we would like to acknowledge that we gather today on the ancestral homelands of the Coast Salish Peoples, who have lived in the Salish Sea basin from time immemorial. Please join us in expressing our deepest respect and gratitude for our indigenous neighbors, the Duwamish People, past and present, and the Suquamish Tribe and the other Coastal Salish Peoples, for their enduring care and protection of our shared lands and waterways. Thanks you.

Thanks, Sian. Real quick I wanted to familiarize you all with Zoom controls in case this is the first time that you have used Zoom to access the webinar. And this is a practice we like to do at the beginning of all of our webinars so we want to make sure that nobody is left behind and that people know how to participate and ask for help and use their participant settings.

Okay. So on this slide there is a screen shot of the participant controls that you should be seeing. It might be a little bit different, but it should be pretty much the same. So on the left side you will see a button to unmute and mute yourself. For the presentation we actually muted all participants, but we will unmute you all for the Q&A at the very end. But you can use that when you want to talk, unmute yourself. Also there is a button where you can turn your video on and video off. There is a button for participants, so if you click on that you will see everyone who is on this call. There is a button to share screen, but please don't do that, as we are sharing our slides with you for this presentation. And also one for reactions. So if you click on that, you should see like a thumbs up emoji or hand clapping, and that's another way you can engage by putting a thumbs up sign if you really like something
that we shared or you really like a comment that somebody made.

And then finally on the right side there is an option to leave the meeting, so that's how you leave the meeting, but please if you can't stay for the whole thing, please don't click that until we are done with the presentation. So what else? One of the -- sorry.

One of the controls that wasn't shown was chat, but there is a button to chat, and that's where you can put in any questions you have, whether you need some troubleshooting help using Zoom or if something isn't working correctly, or if you have any questions about the content that Sian and I are presenting. You can use that as a parking lot for questions. And we have Q&A built in at the end of every section, so we will go in there and see if there is any questions that are not answered yet.

As you have already seen, we will be using slides from this training and will be using them for all of this training. So when the slides are in full screen, depending on the participant view you have, feel free to drag the video boxes around or move them around to make sure that you are able to access the slides.

And then finally it's really important to take breaks. As so many people are just working from home, are at home all the time, doing childcare, sharing space with other family members, so if you need to, feel free to move around or get a drink or take a bio break or do something you need to do, whenever you need to, during this webinar. We just ask that you mute yourself and that your video is off when you go do that. And then come back when you are ready.

So thank you.

>> Thanks, Frances. So now we will just outline the agenda for the training today. We are going to be talking about the digital advocacy foundation, definitions, what exactly do we mean by digital advocacy, some best practices. Talking about some types of digital advocacy and what each of those types achieve, how to improve your engagement, an overview of some tools to use, as well as evaluation and testing.

So we are covering a lot. [Laughs]. Great. So first let's talk a little bit about what is digital advocacy. Very simply advocacy is speaking or acting on behalf of or support of another person, place or thing. And digital advocacy is doing that using digital tools. So I want to note here that digital advocacy doesn't happen only during a lockdown or stay home situation, but these activities are immensely helpful during this connected world that we live in, and digital advocacy isn't the only type of activity we can use to gain support, but they are often best supported by the in-person or traditional techniques you may have found to be very effective within your communities and that you are quite used to already.

So next slide. So let's talk a little bit digital advocacy's power and potential. So what can this do for you and
your organization? It can show how many people are with you. It can show their passion and their energy around a specific issue. It can educate people. It can influence leaders and influencers. It can grow and activate bases of support. Fundraise for you and your community and connect people. So it’s quite a lot. [Laughs].

So now we would like to ask you all, what's an example of something that someone asked you to do using a digital tool like e-mail or Facebook? Or is there something that you would like to ask other people to do? It could be something that you are working on right now. So just type it in the chat, or raise your hand if you would like to share. Okay. So we have one person said that they were asked to sign an online petition. Another person said they were asked to donate to a COVID fundraiser. So video. So making video. Great. Another person said sharing content for campaign and awareness on social media platforms. That's great.

So as you can see we are all part of this web, right. We are creators but we are also activators. People are constantly asking us to donate money, to click on a link and learn more, to e-mail their senator or whatnot. At the same time we are asking other people to do things. So it's really great to observe all the things that people are asking others to do. I know my inbox is full of asks from other organizations.

Okay. Great. Next slide. So I realize that some of you all may be thinking about designing your digital advocacy strategy, and in order to do that we first need to think about more about who you are and what you offer to your members or your community. So what is your mission and how does the public fit in with that? So assuming that you are working to improve your community members' lives, what are you doing for them? And what needs to happen in order to help them if some of those factors are kind of out of your control? So who are the people and the influencers who need to act in order to help the situation and provide a solution? And what are the avenues of input that they need to listen to in order to act?

These are the things you will need to figure out in order to create your overall advocacy strategy, and then your digital advocacy strategy on top of that. We will run through the most common forms to get at the avenues of influence towards the people you need to talk to, and then we will talk about the types of digital advocacy that nonprofits specifically engage in.

So let's talk first about sort of creating strong roots for digital advocacy. So just like a plant, when the root system is strong, then the plant can flourish. There is the insides of a digital advocacy campaign are really important to build these first so the content can operate to its fullest. Those include a findable website so that -- where people can Google your organization's name. They can find the site. It's security.
It looks just as good on mobile as it does on your computer.

Another one is a way to take in information. So that could be your system from the events that you have had in the past, whether that's a clipboard and you are collecting people's e-mails, or it could be a signup for updates on your website. It doesn't have to be super high tech, but a way to organize those e-mails. So something like a Google spreadsheet or Excel spreadsheet, but you want it to be organized and up to date with the same fields and as much info as possible on that person. So how is the e-mail collected? What is this person interested in? Et cetera.

And lastly, some sort of social media presence, so whichever platform is most effective for you, Facebook page, Instagram account or Twitter feed, that will be the key to really seeing your digital advocacy campaign grow and build to more people. So, yeah, that's pretty much it in terms of the strong roots that we want to create here, but I will pause for questions if anybody has any.

Okay. Looks like CNC Admin has a question. If you could unmute.
>> Hello.
>> Yeah, hi.
>> I was just typing in the question.
>> Oh, okay.
>> But my question is do you have any recommendations for a program that collects information?
>> You mean like an e-mail harvesting kind of service or something?
>> Yes. Yeah, e-mail harvesting service as well as -- this could come up later, but tips for when you are doing -- yeah, an e-mail harvesting service.
>> Mm-hmm. Yeah. I mean it kind of depends on what service you are using to e-mail out, but one that we go over later on in this training is Mailchimp, that works with WordPress, which is a common website where you can put a button on that website and then when people enter in their e-mail, that harvests back to you using Mailchimp. Constant Contact is another great one in that it helps harvest when the e-mail is forwarded. If you are sending out an e-mail to a follower, they send it on to their friends, you get to see this person got forwarded on from this person, so that's another great tool as well. Yeah. Okay.

So we will move on to the next slide. Okay. So let's talk a little bit about the different ways that we ask you people to take action and just explain them a little bit. Here is a common one, which is the petition. So you may have seen someone collecting signatures for a petition in the past or signed up for an online petition for. They are basically designed to show strength in numbers. Petitions are nonbinding, meaning someone doesn't have to do anything just because people signed onto a petition, no matter how many people have signed onto it, but
they can be effective in trying to communicate that a lot of people care about this and they are in agreement with you, even if it's outside of an official process to change it. So it can work more effectively in a scenario where something can be acted upon at any time. Like the firing of a CEO, or if you are just trying to garner support for something that could happen in the future, like this one, which is bringing BTS to Seattle. Who knows? They might come. So that is petitions.

Okay. Another really common call to action is asking people to submit letters or e-mails, either individually or via a sign-on letter. So this works particularly for elected officials who need to take each of these e-mails from their constituents very seriously, or those in the corporate sector, so those who are accustomed to get more work-related e-mails from their colleagues rather than members of the public. So you can send a form e-mail and ask people to customize them according to how they individually feel.

Okay. So the next slide. So another common thing to ask people to do is participate in a public comment period. So these are still continuing on, despite stay at home orders. So, for example, the city is planning to turn a parking lot into a park, and they will ask the public to participate in the public comment period to find out what factors should they consider and comment on the environmental impact plans. So there is usually a pretty tight timeframe around these, and the public needs to go through like an official website or form or official e-mail to submit their public comment.

For some of these projects there may not be that many public comments, particularly from those living in more marginalized situations, so the comments they do get from those communities can be taken very seriously, especially in King County and Seattle.

Okay. So another form of advocacy you have probably seen a lot in recent days is fundraising. So people are asking others to donate for a particular campaign, or a membership drive or an end of year gift or something like that. So if your organization depends on the individual contributions of others, would benefit greatly from it, then knowing how to effectively raise those funds on line is really key to your organization's sustainability.

Okay. Next slide. And because we are all mostly I think 501(c)(3)s, which is a type of nonprofit, I would like to share the sorts of activities that are off limits using your COO funds. So COO funds can't be used for lobbying at the state level. So public funds may be used to lobby local officials, but you have to look up the rules for specific jurisdictions and municipalities, and you would have to comply with local mandatory registration requirements. And funds can't be used for any partisan political activity.

So lobbying is when you are being paid to seek influence of
a piece of legislation directly, or endorsements of saying, hey, everyone, vote for this candidate because we like this. Electioneering, so that's raising funds and promoting messages for a particular candidate so that they will win. So those activities are off limits in terms of lobbying there.

Okay. So now that we thought of all the ways that the public can help to help you out in achieving your goals, whether that's sending an e-mail or raising funds, think about all the different ways to get to them to push out and get the word out about those actions. So those are using digital tools like your e-mail newsletter, where you can find and activate people through social media. You are using all those tools to point people to your website. Where you can get people to take a number of different actions.

So now we are going to have a bit of a poll, and so Frances is going to load that up, and the question is, what do you currently use for digital advocacy.

Everyone should see this poll popping up in about ten or so seconds for you all to fill out. I will just go a couple more seconds for those of you who still want to vote. Okay. I am going to close the poll now and show you the results.

Okay. So it looks like a lot of people are using social media. In second is e-mail, then website, then newsletter and then text. Great. Then we have multiple folks in the chat who have also shared some of their techniques as well.

Okay. Great. I think we will go to the next slide. So now we are going to talk about some of the best practices around creating a digital advocacy strategy. So this is called a letter of engagement, which is really important as we are thinking about this age of overwhelmed, where people are not that motivated to take the most high barrier action all at once. One thing we want to think about is the fact that people do not tend to jump right in to taking action the first time, so that's why we like to think about gradually getting people involved through the letter of engagement.

Here is a sample one. People often need to hear messages over and over again in order to take action that may be a bit inconvenient to them. So let's face it, sending a letter to the governor or shelling out $25 is kind of inconvenient for a lot of people. So what do they need to hear first? So first they need to be aware of an issue, so that's the first line in the letter. And what can you do to educate about this issue and what's going on? Say in the e-mail they are already aware. Great. Do they accept your message as very true and do they care about it a lot? If not you will need to work on more of that acceptance? What can you do to convince people that they want to do something to improve the situation? They need to take action. And have they continued to take action on it? How can you structure your ask that convinces them to take that action?
So this is just one sample letter of engagement, and each organization may have a different step. This is one of another sample of a successful letter of engagement, sort of a classic case study. [Laughs]. So here you will see what the Obama campaign did over the course of the year. They knew that they wanted to get people to do a few different things. They wanted them to vote, donate and volunteer. In order to do that they need to start easy and escalate from there. First they invited people to like Obama's Facebook page. Okay, great. And then they said next would you like to sign a birthday card for him? In order to sign the card you need to leave your e-mail. And lots of people did that. Then they used that list and the Facebook page to say, okay, now we would like you to share your personal story through a survey. Share a little bit more about yourself. In the meanwhile they are gathering information about all of those profiles and using that, those stories, as content for future speeches and things like that.

So notice the first few are all very relatively easy to do, but they are kind of graduated in your buy-in. In the last step, which is where they kind of wanted to end in terms of this donation letter, was contribute to the campaign and get some swag in return, a T-shirt or bumper sticker in return. That first initial donation isn't going to be just donate and get nothing. Doing a high ask and get nothing. But it's gradually getting people more bought in through this letter.

So, yeah. If I could just go back to that last slide for a bit. I am just going to pause here and ask if anyone has any questions on this or anything else we have covered so far.

>> This is Frances. There are two questions in the chat. Okay. One of them is what are the best times for being active on social media to get the best results in your experience?

>> Yeah. In terms of getting in front of members of the public, thinking about -- think about sort of when people are available to engage in sort of leisure social media, so that's 5:00 P.M. at the end of the day, people are waiting at the bus stop, or used to be waiting at the bus stop, sort of that closing time, as well as like on the weekend. Usually we see an uptick of activity in social media. If you have a campaign, something ready to go, getting something ready maybe like Friday 5:00 P.M. and seeing that initial bump, you are going to see a little bit more activity on the weekend and a little bit more died down during the week as more people are working.

>> Great. And then another question from the chat, how can multilanguage/multicultural shape advocacy messages?

>> That's a great question because it's not just language and culture that affects the advocacy strategy, but also people's access to mediums, sort of image resonance, conveying of information and data, as well as just sort of people's capacity to be advocates. Trusted nonprofits, a lot of people have never really heard of your nonprofit necessarily if they are new to
the country and information hasn't been offered in their language. So I think that it's really taking a look at what's worked successfully in the past with some of these communities, and then bridging out from there.

So thinking about your concentric circles of who is sort of like in your immediate choir, and how can you activate their personal networks to go beyond that choir, and using those trusted messengers within there. And social media can do that pretty effectively because people are very connected through social across all different cultures, and so getting that validated through social would be, like, oh, my aunt shared this, I am going to check this out.

Any other questions? Okay. Maybe we can move on to the next slide. Okay. Great.

So another best practice to think about is friction. So I am going to get a little bit into human behavior here. So when I say friction, I mean the level of energy that a person has to go through in order to take the action. So companies and political campaigns are really good at this. So say you open up your phone and you see an ad on Instagram, a pair of shoes that you really like and you like them so much you want to buy them right then and there, and you click on the shop button. You can put in your size and your color and you have the auto fill information for your credit card. You want to buy something in two minutes and it's done.

So now there are other ways to put up hurdles with people within those digital platforms. It could be that in order to buy the shoes you need to go to the Instagram profile, you need to click in the profile. It gives you a list of a whole bunch of different shoes. You have to find those shoes again. And then in order to buy it you need to log in, and you don't really have the log-in information so you need to have it sent to your e-mail and you click on the e-mail that sent your password, and it's not secure enough, at that point I am not going to buy the shoes anymore, it's too much trouble. Similarly when you are setting up these digital advocacy asks, there are other barriers there technologically that you can smooth along the way depending on which platform you choose to reduce that friction.

Okay. Next slide. So second let's talk about payoff. So taking the shoes analogy again, so when you are buying something on line, you are getting those cool shoes in the mail, that's your payoff. That's what you want to get. And you have agreed to that price by buying the shoes. When you are working on digital advocacy for a cause, you are not going to have that tangible benefit to a lot of users. Instead you are sort of like selling change.

So people want to see the most amount of change possible for the smallest level of effort. So fundraisers have done this really effectively. Like by donating $20 you are going to pay for school books for ten kids or something like that. So you
want to sort of make sure that that benefit is really concrete for people. And if you don't have something concrete like that, you can say something like, you know, just by sending one e-mail you are directly reaching your city council at a time when they are actively considering this measure, and looking for public support. So by saying just sending one e-mail, it seems like that action is really small and you are making that action really easy for people, but you are magnifying the impact so you are increasing the incentive for them to take action.

So next slide. And so the last thing we will talk under best practices is making actions shareable. Humans are very social creatures, so if you see a friend doing something, you are more likely to do it, too, especially if you trust that person's opinion and if it already fits within your world view as something you generally support. When you set up your digital calls to action you can use these tools to make that action shareable to Facebook or Twitter, or whatever the platform is, the fact that they have taken action.

So that way the hundreds of people within that person's social network can then see that they acted and then act on behalf of your organization as well, and just follow suit. So that's the idea of making something kind of catch fire and continue to grow.

Okay. So now I am going to hand it over to Frances, who is going to go over some of the key steps and considerations for getting hands-on with digital advocacy. So, Frances, you can take it away.

Great. Thanks so much, Sian. So I am going to go over four pieces of language that you can use in digital advocacy. So the examples will be over e-mail, but just know that these strategies can apply to other formats as well.

Okay. So starting with the opener. And the opener in terms of e-mail would be the e-mail subject line, as it's the first thing that people will see about your e-mail. And your opener or, if you are doing e-mail, your e-mail subject line, has a really important function. First it must capture people's attention. And then, second, it must convince people to click on your message. So you can think of an e-mail subject line as a digital envelope to your e-mail. It can inspire, motivate or intrigue your recipient, or they can make not much of an impression at all.

So to write a good subject line or opener you have to get to the point and do it fast. So we recommend putting a timeframe on it, so adding some urgency to it, if appropriate, so people are motivated to open the e-mail, once they see it, and complete the action.

We also recommend being specific so your e-mail or your message will stand out from all the other messages in their inbox. Use action words so people know exactly what they are being asked to do right off the bat. And then finally, as is
the case for so many things, less is more. Keep it short, something like a short sentence, but not too short, but also not too long as subject lines often get cut off the e-mail applications.

So let's do a live poll to review some subject lines and see what you think about them based on these four principles that I shared. Okay. So you should be seeing this poll in front of you. I am just going to read it off to you. So in your opinion which e-mail subject lines are effective? And this is a multiple choice, so you can click more than one if you want to. So the first subject line is, sign this petition. The second one is, tell city council today to pass the Amazon Tax to Protect Workers, exclamation mark. The third one is children's lives need saving. And the last one is RSVP, colon, join us next Sunday for our 50th anniversary celebration.

So I am going to give you a few like -- a few moments to review these, and just so you know all of these came from my inbox. And you can also vote in the chat if you would like to. Okay. I am going to go ahead and close the poll since most of you have voted.

And we will go through the results together. So which e-mail subject lines are effective in your opinion? The first one, okay. So the second and fourth one were the most popular, so the second one got the most votes. It's tell city council today to pass the Amazon Tax to Protect Workers. So I'm guessing most of you voted for this because, it's really urgent. It says tell city council today, so that puts a 24-hour timeframe on it, so you know you got to act fast. It's also pretty specific. We are talking about the Amazon tax and they want you to tell city council to pass it. There is also a lead-in with an action word, tell, we want you to tell city council. And then in terms of the length, it's actually a pretty good length. It's, you know, a short sentence, but it tells you exactly what they want you to do and why.

And then the second, the one that you all voted for at 44% is the fourth one, which is RSVP, join us next Sunday for our 50th anniversary celebration. Okay. So this one is nice because the action starts in the beginning. So you know it's an RSVP. And then you might feel kind of special because you got invited to something, even if you don't read the rest of the subject line. It says join us next Sunday, so we know it's next Sunday. That's a very specific timeframe. And it's talking about a 50th anniversary celebration. I didn't really mention this earlier in the principles, but a happy e-mail is really fun to open, especially nowadays. I can't believe it's the 50th anniversary celebration, so that is something that might motivate people to open the e-mail more.

And then the last two, which were the least voted on, was, sign this petition. So there is an action word in there, which is good, but what petition? Why would I sign it? Just simply,
there isn't enough information there to make people want to open that.

And then the last one is, children's lives need saving. So while most people probably wouldn't say that's false or untrue, it also isn't very specific. Who are the children? Where are the children? Why? So that one is also definitely not probably not the most effective title out there for those reasons.

Does anyone have any questions? Okay. Well, let's move on to the next piece of language. Okay. The crisitunity. How many of you have heard this word before? You can do a -- you can type in the chat or you can put a reaction in. All right. Looks like some folks have heard of the crisitunity before.

So a crisitunity is a merging of the two words, crisis, and the word unit. So a crisis is a possible bad thing that is happening or could happen, and an opportunity is a possible good thing that could happen instead.

So identifying a crisitunity to your audience is a key component of getting them to act in the way you want them to. Some examples of crisitunity include an upcoming legislative vote, new leadership, event or partnership, a massive new story that just blows up, and of course a pandemic. So crisitunity is urgency. I need attention. I need to provide new or relevant information.

So an example of something that isn't a crisitunity is we are working day and night to protect the earth. So that statement in itself, the message is awesome. So glad that you are working day and night to protect the earth, but there is no urgency around that, not really attention. Like why are you working day and night to protect the earth? We want to make sure you do include some urgency and relevant information for the people you are trying to reach. And when you are crafting your crisitunity in your outreach message, just remember that single issues work better than multiple issues because you don't want to overwhelm your readers with so many crises, or that will cause them to lose interest.

So, again, just mining my inbox for materials to share with you, this is an actual e-mail that I got a couple of weeks ago, and there is a crisitunity in here. So I am going to read out this excerpt from the e-mail and ask you a few questions. Okay. This e-mail is from the Transit Riders Union. It says, our Metro bus drivers and transit workers are on the front lines of the coronavirus pandemic. It is vital that transit workers have ample personal protective equipment, including masks. Also, we appreciate that Metro is restricting the number of riders per bus to protect both riders and drivers. But we also need to make sure there is enough transit service that essential workers and others who depend on transit during these times aren't left behind.

Okay. So now I am going to ask you a couple of questions,
and I would love for you to respond in the chat. So based on this e-mail, what's the crisis? Or what's the possible bad thing that could happen or the bad thing that's happening right now? It looks like we got one response. Would love to hear some more. Thank you. Okay. Great. Thank you so much to folks who responded, and you can keep responding in the chat as I read these aloud.

So what's the crisis? This is what you all put in the chat. There is not enough transit service. The need for more transit. The need for PPE. And the need for transit service for everyone. Not enough PPE. Need masks. Need protective gear for bus drivers. And the potential loss of transit service. Oh, thank you, everyone.

So now that we have identified the crisis, what's the opportunity here? What's the opportunity to change this, to change the crisis, to make something different happen, based on this excerpt that is on here in the screen? All right. It looks like we've got an answer in the chat. Lots of answers rolling in. Okay.

Let's see. Advocate for as much transit service as is safe for drivers and riders of the strengthen safety for drives and passengers, making sure everyone feels safe and supported. Perfect. You all understand what a crisitunity is.

Great answers, everyone. Okay. Next slide. So we are going to do this again now, identifying the crisitunity, with another e-mail. This time this one is from Rent Strike 2020. This e-mail says, an estimated 50 million people are out of work. Some 70% of Americans have less than a thousand dollars in savings. Millions of people could not pay rent at all in April, and many millions more of them will not be able to pay in May. While in many states evictions have been formally banned, many landlords are exploiting this crisis by strong-arming tenants into unrealistic payment plans and filing for evictions that will go through when the courts reopen. This is why we need to get organized before May 1st in every building and link this up to a coordinated nationwide mass movement.

Okay. So I got this e-mail a few weeks ago, so a little bit updated, but still a great example of a crisitunity. Again, typing in the chat, what's the crisis here? What's the problem? Okay. I got some answers rolling in. What's the crisis? So you all said that so many people are potentially being evicted, even with an eviction ban in place. Then the crisis is a lack of tenant protections. And also the crisis is COVID-19. Also, folks aren't able to afford rent, and they need to organize for a moratorium on evictions and a pause on rent. People are not only losing their jobs, but then they face eviction. Someone else said, I think more people will become homeless.

Yes. Thank you, thank you, everyone, for participating in this exercise. Yes, these are huge crises. Right. But on the flip side -- can you go back? When there is a crisis there is
also an opportunity to respond and to act. Right? So in this e-mail there is a crisis that you all have named, but what is the opportunity here? Surely letter not just e-mailing us to, you know, send doom and gloom, but there are opportunities to change the future. So, yeah. So please type in the chat what you think the opportunity is here. Great. Thanks, everyone. You hit the nail on the head.

So the opportunity is to organize, and this e-mail is really clear about that. They said, get organized, so organize for renter protections, organize and support each other, organize tenants and link up to a mass movement, coordinate with a nationwide effort, get organized on rent control. Someone said this is what's working, so you need to do collective organizing. Okay. Thanks, everyone. The next slide now.

Okay. So we talked about the opener. We talked about the crisis or opportunity. Now we are going to talk a little bit about cause and effect. So now that we have identified a crisis and an opportunity to address it, let's talk about cause and effect. Cause and effect is simply the strategy that puts the reader or the recipient in the center of your e-mail or messages. It says that their action is instrumental to success. This cause and effect is really central to having effective communications around digital advocacy because as you saw before, we set up the crisis or opportunity, we gave people the context of what was going on, what's the problem, what's the opportunity, and then now you have to give them the framework to link how they are involved in this. How is your reader or recipient, what do they have to do with this issue? Right.

So cause and effect just says to your reader, if you do this, then this will happen. Which then leads us to the call to action, which is the meat of your message. All the prep work and all the framing and all the messaging you have created so far leads up to the call to action.

And the call to action is simply what you are asking your readers or audience to do after you have given them the situation and the context that requires their action, and you show them that their actions can change what's happening.

So what we are going to do now is I am going to go back to those two e-mail examples and I am going to add the call to actions back in so you can see how it all flows together. Okay. So this is the first e-mail. Our Metro bus drivers and transit workers are on the front lines of the coronavirus pandemic. It is vital that transit workers have ample personal protective equipment, including masks. Also, we appreciate that Metro is restricting the number of riders per bus to protect both riders and drives. But we also need to make sure there is enough transit service so essential workers and others who depend on transit in these times aren't being left behind.

So you set yourself up for the call to action. Sorry. Can you go back one slide? So the call to action is, please take a
moment to e-mail King County and Metro officials to support protections for transit workers and adequate service levels for social distancing.

So this call to action is really effective because the crisis that was set up for readers, it really drew you in. There is a crisis, a pandemic happening, not enough transit service, but I can do something about it. You are saying I can do something about it. The call to action is, yes, you can do something about it, please e-mail King County and Metro officials.

Okay. Let's go to the second example. I am going to reread the crisis part and then the call to action will come at the end. An estimated 50 million people are out of work. Some 70% of Americans have less than a thousand dollars in savings. Millions of people could not pay rent at all in April, and many millions more will not be able to pay in May. While in many states evictions have been formally banned, many of the landlords are exploiting this crisis by strongarming tenants into unrealistic payment plans and filing for evictions that will go through when the court reopen. This is why we need to get organized before May 1st in every building and link this up to a coordinated nationwide mass movement.

Join us or join up with us at this Saturday's national organizing meeting to hear from renters organizing across the country, or join a local Facebook group and donate here to build this nationwide movement of renters.

Again, this e-mail set up the crisis, and they were very clear the opportunity to organize. The call to action says, organize with us. Here is how you can join. Here is how you can talk to people. Here is how you can discuss in a Facebook group. Here is how you can donate to this cause that you care about.

Okay. So now that we have talked about the four different pieces about persuasion, does anyone have any questions?

>> Just marking the time, we are about 3/4ths of the way there, Frances.

>> Thanks, Sharon. Okay. Well, since we are 3/4ths of the way into this presentation, I am going to move along. Feel free to put your questions in the chat. Okay. Next slide.

So now we are going to talk a little bit about some tools you can use for digital advocacy. I want to remind you all that all of these tools and links to download or sign up are going to be located in the resources list, so don't feel like you have to take notes or anything.

So Sian mentioned Mailchimp earlier. It is an online newsletters for sending out campaigns. There is a pre version that's pretty robust, and you can sign up for it today if you don't already have an account. And also if you don't have design skills, if you are not a designer, that's totally okay. You can just input your content into some of their design
templates and it will look really great and ready for you to send out to your audience. Sian also talked earlier about having an e-mail list, whether you are gathering that through signups on your website or in other ways, like registrations to webinars, for example. But you can upload all those lists easily into Mailchimp and that can become your mailing list.

Okay. The next tool is one I am sure many of you are familiar with, and it's Facebook. So Facebook is a social media network, and something that is really effective for digital advocacy are Facebook groups. If you don't know what a Facebook group is or haven't set one up before, we will send out instructions in the resources afterwards. But it's pretty easy, and you sign up for an account. You create a group for your organization and for your community group. And you can do some things like create a fundraiser directly in Facebook.

So let's say for your personal networks, you have a pretty robust number of people in there, and that's a good way to kind of promote the fundraiser and get the word out.

Okay. I put a screen shot in here of a Facebook group that I heard about recently, that I think has been really active, and is actually in response to COVID-19. So this is the Support Families and Community Members Impacted by COVID-19 in King County. And this is a great example of a fundraiser that popped up and was started by someone who is well-versed in Facebook, and wanted to use their existing networks in Facebook to provide immediate support for specifically survivors, the sick and disabled, immunocompromised, undocumented, black, indigenous, people of color. Okay.

Another tool that you can use for digital advocacy is called Salsa Lab. It is a tool that a lot of nonprofits use when they want to get a lot of people to send e-mails to public leaders. So if you have a Salsa Lab account, you can search their database of publicly available e-mail addresses. You can build a form letter or even set up a web page that can be shared with your networks. It lets you track how many people have taken action, and you can even save contacts who have taken action and add them to your lists. So, for example, you might grab those contacts and upload those into Mailchimps for future campaigns.

Regarding cost, it is a couple thousand dollars a year for an organization, but that really depends on what features your organization needs.

>> And then -- yeah. On some of these we are going to be sharing some examples of successful campaigns, so these screen shots are of ads that pointed to Salsa campaigns that I have worked on in the past. There was a nonprofit that I was working with that wanted to get to Pierce County council members to get them to save 31,000 acres of farmland that could have been designated for development, and so what we did was create a Salsa that had a form letter that anybody visiting the page
could submit the form letter, add in their own details and those would all get sent to Pierce County council members offices. And we promoted around -- that pointed to these pages using some of these ads with some standout imagery to select constituencies that were headed up by specific partner organizations.

And so it was because it was during this period when they were just considering it, the Pierce County council members connected to the nonprofit groups and said, we're getting all of those e-mails. [Laughs]. Our e-mails are getting flooded from people within the community that they had never heard from before, and as a result they did end up designating that land for farm and agriculture uses and ended up saving over 1800 Pierce County farm jobs. It really does work. [Laughs]. Do you want to move on to the next example?

>> Yes. So the next one I will talk about is The Action Network. So The Action Network is a third-party fundraising site, and you might have seen it before when people send you fundraisers. It's built by organizers, so lots of features tailored for organizing, coalition building and also campaigning.

The pricing model is pay 1- to $2.00 per thousand e-mails sent. So this is a screen shot of the Free Immigrant Families Fund that we helped build for the Northwest Immigrants Rights Project. I think it was two summers ago in 2018. Because of this fundraiser and because of the social media campaign that we launched with it, we raised over a half million dollars in just four weeks, and reunited 50 families by freeing them from federal detention.

So this is -- so The Action Network is a fundraising site and a really powerful tool to get the word out and to build support.

Okay. The next tools I want to talk about are petition sites, which Sian had gone over briefly earlier. So Change.org and Avaaz are two petition sites, which means you can create petitions, you can distribute them to your networks and ask people to sign them. Petition sites is another avenue for people to find out about your organization beyond e-mails, social media and your own web page.

Something that's important to note is that Change.org doesn't allow you to download the e-mails of people who have taken action on your petition, so you won't be able to add those people to your e-mail list.

And here is an example of that Change.org petition that was successful. At the start of the pandemic the COO sent an e-mail out to Whole Foods employees saying, you can donate your paid time off to your co-workers who are facing medical emergencies, and people -- well, people thought that was outrageous. It is outrageous because Whole Foods is a multimillion-dollar company and should be able to provide sick leave for employees. So this petition, the screen shot here was started, and by gathering
over 200,000 signatures organizers successfully used it to get Whole Foods management to give all employees paid sick leave.

The last tool I am going to talk about is Get Thru, and this is a texting tool, which I know some of you put in the chat box that you use texts as a form of digital advocacy. So this particular app is called Get Thru, and political campaigns have been using texts pretty effectively to reach people. You can upload your list of phone numbers and create a template for texts. Like, hi, Frances, da-da-da-da, and you can set this all up on your computer.

It costs $0.08 per message that you send out, and we just recommend that you use this sparingly since you are contacting people quite directly on their phones, and so be choosy about when you want to use that.

Okay. I am going to talk very briefly about the importance of testing. So why test? Why test? I mean isn't it okay to just send out the message and then hope all goes well? So you can do that, and even though you may think you might have the best version of your e-mail or text or post, you are actually not your own audience. You are trying to reach somebody else. You are just the messenger. So testing is important because you can test what works and what doesn't work with your audience, and with that information you can focus your messaging and make it more effective so you can get the best results that you want.

So A/B testing is one variation of testing an e-mail. So basically what that means is you have a control version, A, which looks a certain way, and then a version B that may be a little bit different from A. So you could change the subject line. You could change who it's from. The time or day of the week, the layout, the images, buttons. It's just -- you can change whatever you want, whatever feature you want to test, to see which one works better.

And then after you start that test, you will find out, well, which e-mail was opened more by people that you want to contact or who takes more action on which e-mail? That should give you some insight of what people want to see and what draws people to action.

>> And just to note here for A/B testing, that's also something you can use on social media as well, so for Facebook. Especially if you are doing some promoted Facebook, they have a feature called split testing where they can sort of divide out different versions to see how they perform with different audiences, and we have been in communications for a long time and oftentimes we will predict a certain ad will perform better, and so many times we are proven wrong because of people who are -- an image resonates with them a little differently, or the subject line or the call to action, whatever it is, and you can drop the less successful version.

>> Thanks, Sian. Okay. This is the last slide. So it's also talking about promotion. So it's important to cross-pollinate
your message across all the different platforms that you and your organization are on. So you want to create different versions of the same message for e-mail, Facebook, blog. Keep in mind images you have may be resized to make sure that it’s the most responsive and it just looks good in all the platforms that you use.

You also want to share the message with other people in your network. It's totally fine to reach out and ask for help in promoting your campaign, or time it with a big event, like an online conference.

And then finally boosting your message or your post. So at least in Facebook, there is a chance that your campaign might be political, but with enough advanced time and using different platforms you can help expand or reach new potential members. Do you want to add anything to that, Sian?

>> No. I think that covers it.

>> Okay, great. Well, does anyone have any questions about the various tools that we just went over in this last section?

>> Frances, I actually had a question. This is Sarah. Can you hear me?

>> Yeah, I can hear you.

>> I was just wondering, back to the A/B testing, so when groups are wanting to do testing with an e-mail, for instance, or a post that's not on a site like Facebook, that has the function that Sian talked about, how do you know how many people to test that with, the subset of your audience, before you actually make a decision and send out kind of the broad outreach?

>> Yeah. I mean it can really kind of vary depending on how large that list is. Right. If it's a very large list then you can take maybe like 10% or something of it during that testing period and still have that statistically significant enough sample to be able to see some differentiation there. But with smaller lists it might make sense to sort of try out some testing to sort of splitting it up half and half or something like that, and knowing that you are going to see some engagement on some slightly less successful posts and you are going to still continue to learn as you are going about your outreach. Mailchimp and other tools make this easy so you can test right in there and see how people are responding to it, and you can create sublists based on the actions that people have taken. Say you send out and people like the puppy adoption message, but not so much the kitty adoption message, then you can put those people into a list for puppy adoption and sort of send them only puppy messages, just as an example.

>> Thank you.

>> Thanks, Sian. So we have reached the end of our presentation, and we do have some time left over for Q&A, about ten minutes, so if folks want to unmute themselves and ask questions, I am going to stop recording in a few minutes, and we can just take your questions or have a discussion or whatever
you think would be most helpful for you.

As Sarah said earlier, we will also be available for one-on-one coaching after, so if there is a question that you don't want to ask in front of the whole group, that's totally fine, and you can e-mail Sian and me using the e-mail addresses in this presentation slide.

So I am going to go ahead and stop the recording now.

>> Frances, can I share something really quickly?

>> Oh, yes?

>> Thank you so much for coming. I want to share two things real quickly, one of which is in the chat box I just put the feedback survey, so if you want to do it now, it's very quick, it's there for you. Secondly, you might have seen Christina, who is one of the participants, who is also from COO chiming in throughout our webinar, she wanted to remind folks that check in on the restrictions on advocacy when you are using public funds, including COO dollars, and talk to your program manager or contract monitor, check in with us, just want to make sure that you have all the information that you need to be able to work effectively. Thank you.

>> All right. So, yes, please fill out that feedback survey in the chat, and if you have any questions feel free to put them out there.

>> Thank you so much for the comments in the chat, just saying that you appreciated the training. We really enjoyed putting it together for folks, and just really appreciate all the work that's being done by you all.

>> Yeah, thank you all so much. As a reminder, after this webinar is over, we will be sending you the resources list of all the tools we talked about. The slide deck will also be sent out, and then the recording will also be available. Okay. Well, if there aren't any questions, you can have eight minutes back in your day. Thank you, everyone, so much for joining us on this webinar. We hope you learned a lot. Again, feel free to reach out with any questions. We are more than happy to help.

>> Thank you.

>> Thank you.

>> All right. Bye, everyone.

>> Bye.

[End of webinar]