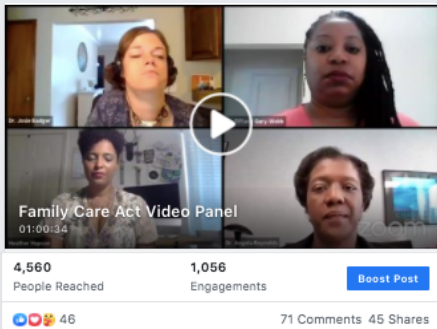


HOST A DIGITAL ADVOCACY DAY!

THE WAY WE CONNECT, CREATE, AND CONTROL THE NARRATIVE HAS CHANGED.



Our Digital Advocacy Day with the Family Care Act featured a live panel discussion that was viewed over 2,000 times and received over 1,000 engagements.

WHAT CAN A DIGITAL ADVOCACY DAY DO FOR YOUR ORGANIZATION?

Digital Advocacy Days not only meet the changing demands of advocacy during the COVID era, but also provide a major boost in social media followers, original content, and supporter engagement.

- Advance your social media following, multimedia content, and engagement
- Boost call-to-action campaigns, including petitions, email list subscriptions, email writing campaigns, and calls to donate
- Make immediate connections to key decision makers and legislators
- Raise awareness and position your organization as a thought leader
- Achieve a true sense of community online, as many people take part in these live events together, connecting supporters and stakeholders just like an in-person event

WHAT DOES IT LOOK LIKE?

Digital Advocacy Days are unique and personalized for each organization. Our team analyzes key messaging and the best channels to communicate your organization's story, including:

- Compelling personal video stories and testimonial quotes
- Live-streamed panel discussions
- Multiple calls-to-action customized to meet your campaign goals
- Video check-ins from legislative sponsors or key figures
- An open Q&A for both experts and grassroots advocates
- Virtual tours and behind-the-scenes interviews
- Original, engaging, organic content designed by the DCS creative team, including photos, videos, slideshows, and graphics

Hosting a Q&A on your Facebook page is an effective way to engage supporters, connect with experts, and spark an open discussion

Welcome to our Digital Advocacy Day Q&A!

Live from 12:00 PM - 1:00 PM today!

Our bill sponsors, as well as experts, clinicians, and parents with lived experience from our coalition will join us live from 12 - 1 PM today to answer some important questions about postpartum depression.

You can read the answers from our team of experts below each question we post!

LIVE MAP DRAWING COMPETITION
starts in 10 minutes!

Tune in for a LIVE map drawing competition from 6:00-7:30 PM!

[Facebook.com/DrawTheLinesPA](https://www.facebook.com/DrawTheLinesPA)

Innovative events bring attention and traffic to your cause.



This video testimony received over 1,000 engagements and reached almost 4,000 viewers.

Before the Digital Advocacy Day, the Foundation had only 21 Facebook followers.

THE NUMBERS DON'T LIE: SUCCESS FROM PAST DIGITAL ADVOCACY DAYS

- A Facebook page with an average of 32 engagements per day increased to 1,141 during the Digital Advocacy Day.
- A page with only 400 followers reached over 1,100 people organically with a live-streamed video panel discussion.
- 72 unique advocates sent a total of 2,435 emails to Pennsylvania legislators.
- Video messages from 4 PA Senators and a community leader received a total of more than 2,800 views and 650 engagements.

IF YOU WANT TO DRIVE CHANGE WITH A DIGITAL ADVOCACY DAY, LET'S TALK.



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