

ENERGIZE YOUR ADVOCATES. PLAN YOUR DIGITAL ADVOCACY DAY!

Our team at Denny Civic Solutions has run digital advocacy days for a myriad of clients to meet a wide range of desired outcomes. From a focus on education, to fundraising, to direct legislator outreach and engagement, we build digital advocacy days to be a powerful and effective tool in your arsenal.

You're going to want to start with identifying the key elements for your day:

- 1- **Your ask:** What do you want your followers to do?
- 2- **Your audience:** Who are you trying to reach?
- 3- **Your theme:** What is your focus for the day?

From there, you'll want to make an **agenda**. We typically have the agenda start a week or so out from your digital advocacy day (or whenever online promotion begins), and end with the day after.

Here's a sample document to show you what it's all about:

Our Virtual Advocacy Day Agenda

February 15:	
12:35	Promotional post for your virtual advocacy day AH
February 21:	
9:00	Remind followers to tune in all day tomorrow to share, comment, and watch LIVESTREAM at noon. AH
February 22:	
9:00	Welcome post KC
10:00	Senator Helps E. Lot shares video on legislation CL
11:00	First action ASK → Tell followers how to make their action matter AH
11:30	Share member story highlighting their experience with the thing we care about CL
11:50	Promo: 10 Minutes Before Conversation w/ CEO B. Yonce + Exec. Director Sally Essess KC
12:00	LIVESTREAM: Conversation with CEO B. Yonce and ED Sally Essess KC
1:10	Thank you to participants, everyone that turned in, and <i>be sure to DO THAT THING WE ASKED YOU TO DO</i> AH
2:00	Rep. B. Right shares video promoting legislation DK
3:00	Graphic on why that thing has to happen that we want CL
4:00	Influencer video – importance of that thing, legislation, etc. DK
4:30	Did you know? Fun facts on our thing that you should know about! DK
5:00	That's a wrap post: Thank legislators, participants, organizations, and advocates! Include <i>one more</i> push for your day's ask KC

TIP:

Promotion of the digital advocacy day must start well before the day itself, as pictured here!

TIP:

Delegate to-dos to people on your team in the document! It keeps everyone on task and eliminates confusion.

Now that you have a basic understanding of how a digital advocacy day runs, here are some helpful tips to make your event rock:

1

Extend the day -- consider sending your thank you the *next* day! Anyone that missed the digital advocacy day will have a reason to check out your page to catch up.

2

Timing everything out in advance of the day will save you a headache (or two) and help your team know what to expect. We suggest beginning your post scheduling a week out from the event at the *latest*.

3

Promote, promote, promote! You want advocates excited, ready, and anticipating a day of ACTION! Email advocates, post about the event, and get the word out on the (virtual) streets.

THE FUTURE OF DIGITAL ADVOCACY DAYS:

While the need for virtual fly-ins and grassroots advocacy felt especially important due to the COVID pandemic, they aren't going anywhere. These days promote equity by engaging advocates who otherwise might be shut out of the public policy process -- for example, people who due to economic circumstances, work schedules, and/or disability would be unable to travel in person to the Capitol. And from an elected official's perspective, they offer a chance to engage constituents wherever they may be.

STAY TUNED:

Looking to complement your next Hill Day with a virtual component, or even go fully digital? [Contact us](#) via our website to learn what a digital advocacy day can do for your organization:

DennyCivicSolutions.com

And don't miss more helpful resources from DCS:
[Social Listening Guide](#) | [Rapid Response Guide](#)