



**ADVOCACY SKILLS TRAINING WORKSHOP
RUNNING A DIGITAL CAMPAIGN
APRIL 19, 2015**

Presenters

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Who We Serve

- *Ecumenical Advocacy Days*
- *Allegany Franciscan Ministries*
- *Catholic Mobilizing Network*
- *Franciscan Action Network*
- *Franciscan Mission Service*
- *InterFaith Conference of Metropolitan Washington*
- *National Advocacy Center of the Sisters of the Good Shepherd*
- *Support Our Aging Religious*
- *Washington Theological Union*
- *Washington Theological Consortium*



Strategy: Campaign

What are you PROMOTING?

- Event
 - Conference, concert, etc.
- Lobbying effort
 - Federal, state, local
- Donation
 - Fund drive, response to emergency, scholarship
- Community initiative
 - Garden, neighborhood cleanup, etc.
- Publication
 - Policy document, academic paper, etc.



Strategy: High-Level

Take a BIRD'S EYE VIEW.

- What is unique about your perspective?
- Advantages?
- Disadvantages?
- A long-term campaign?
- A short-term effort?



Strategy: Goal Setting

Define CLEAR, ACCOMPLISHABLE goals.

- What are you setting out to achieve?
 - General awareness
 - Conversation shift
 - Policy change
 - Financial goal (\$ or number)
 - New or expansion of single / multiple audience(s)



Strategy: Audience

Who are you trying to REACH?

- Constituents
- General public
- Media
- Grantors
- Opposition / skeptics
- How can you best engage others (colleagues, partners, ind. advocates)



Strategy: Comp. Analysis

Don't REINVENT THE WHEEL.

- What are others doing?
 - Individual advocates?
 - Advocacy organizations?
 - Politicians / political parties?
- How have others succeeded?
- How have others failed?



Strategy: Messaging

What does your campaign SOUND like?

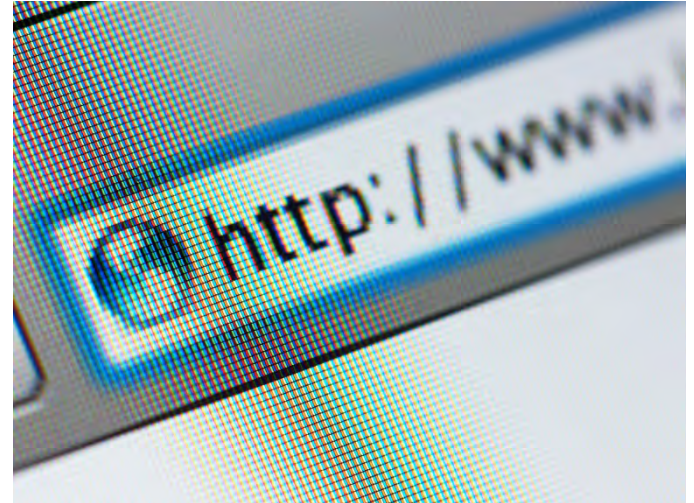
- Do you have a voice?
- How does faith augment your voice?
- How do others individuals / organizations and their perspectives contribute to that voice?
- Tone: Direct? In your face? Subtle? Urgent?



Strategy: Website

What do you want on your WEBSITE?

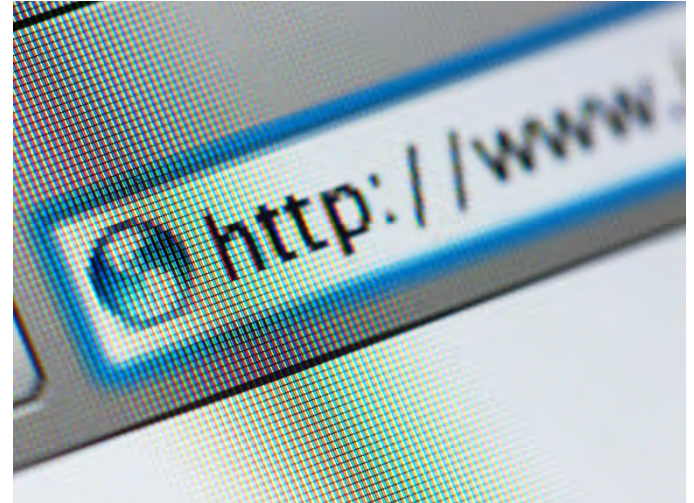
- How important is the website?
- A separate landing page / new section?
- A splash page?
- Should it just be a blog?
- What about mobile?
- **Challenge:** Search Engine Optimization / mobile /responsive



Strategy: Website

What about CONTENT?

- What actions are you trying to drive?
- Get right to it?
- Build a slower narrative through the site or over time?
- Content-rich? Content-light?
- How is the content being managed?



Strategy: Social Media

Taking the message SOCIAL.

- Is social media already part of your advocacy strategy?
- What channels do you participate in?
- What channels do you need/want to participate in?
- What fits your campaign?
- What do you have time for?



Strategy: Social Media

Facebook?

- Low barrier to entry, with minimal financial and training costs
- Widely adopted
- A rich platform – photos, events, sharing, discussions, custom applications
- **Challenge:** A crowded, ever-changing community.



Strategy: Social Media

Twitter?

- Low barrier to entry, with minimal financial and training costs
- A focus on “real time” – news, issues, trends, movements – and brevity
- Improvement through daily participation
- **Challenge:** Do you have the time to devote to it?



Strategy: Social Media

YouTube / Other Video?

- Barrier to entry continues to drop
- Can show instead of tell
- Improvement through character and narrative
- Important component of advocacy campaigns
- **Challenge:** Time/skill to create videos



Strategy: Social Media

Other Channels?

- Podcast – great format for longer discussion
- Instagram – experiential microphoto (& video)
- LinkedIn – Recruiting/professional presence
- Google+ – Great tool, well-integrated



Strategy: E-Mail

Not ANOTHER e-mail!

- How does your strategy play out?
- Slow and steady? Relentless urgency?
- What actions are you hoping to drive?
- How does the campaign look (e.g. template)? What about mobile?
- **Challenge:** Working with an old technology, low click-throughs



Strategy: Other Online Tools

What ELSE do you need?

- Constituent Management System / advocacy tool
- Petition service/software (e.g. Change.org)
- Donation
- Registration / payment
- **Challenge:** One tool or many?



Strategy: Search

How can you make sure people FIND YOU?

- Google AdWords (or Bing)
- Facebook / Twitter ads
- Digital display advertising
- **Challenge:** Prohibitive costs.



Strategy: Tips

A few things we have LEARNED.

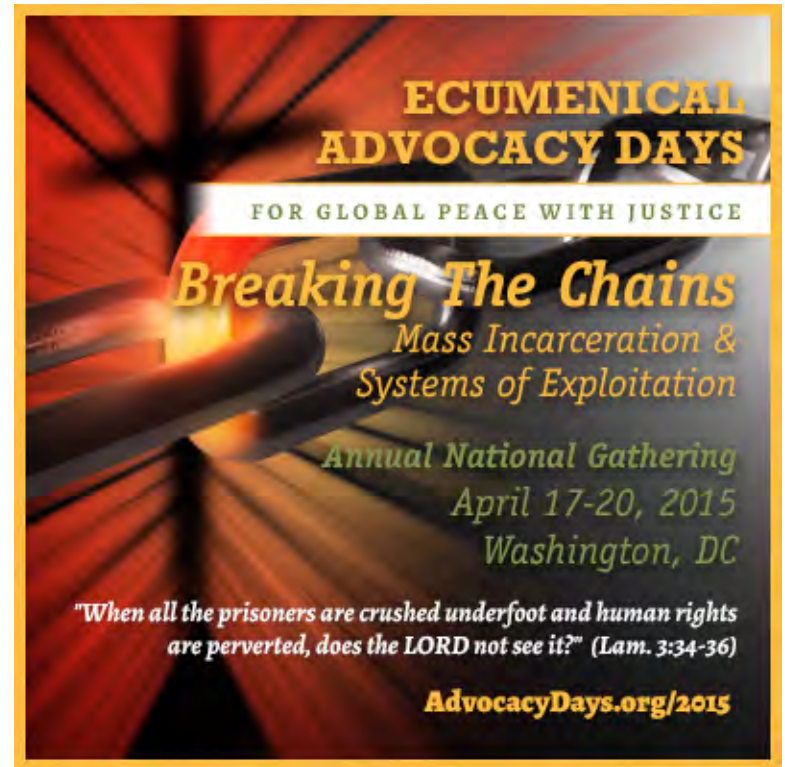
- Have a central communication point but work as a team
- Divide responsibilities, not channels
- Be accurate
- Be ready to learn
- Image skills / visual thinking are ever-important
- Track your time



EAD as Case Study

A look BEHIND THE CURTAIN.

- Our Objective
- Challenges
- Our Responsibilities



CAMPAIGN IMPLEMENTATION



Implementation: Overview

Lifecycle of the EAD Promotional Campaign.

- **Summer:** Brand ideation and development (images / messaging) in concert with chosen theme
- **Aug./Sept.:** Website, e-mail and social media promotion of theme and early registration
- **Oct.-Jan.:** Staggered website content updates / e-mails to promote specific speakers / workshops / special activities / deadlines so as to drive registration
- **Feb. – March:** Focused social media to spur sponsor outreach; promotion of Lobby Day Ask
- **April/May:** Event prep / live event activities / follow up



Implementation: Brand

Identify / design core IMAGES and TEXT that emphasize your focus.



#ead2015 #BreakingChains #EndtheQuota #SmarterSentencing

Implementation: Brand

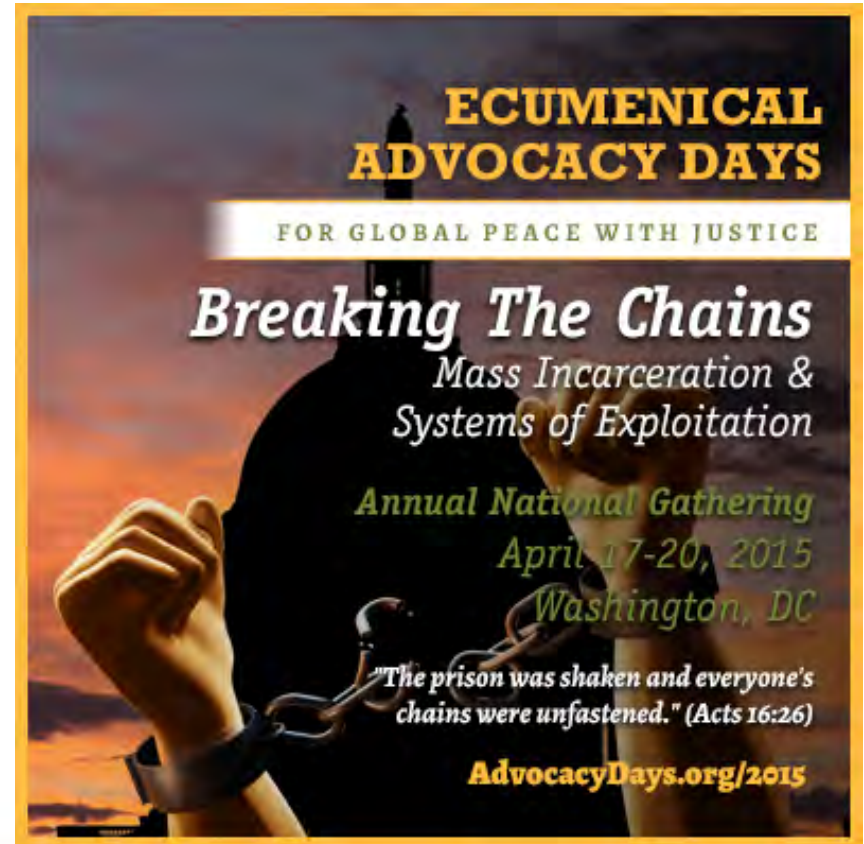
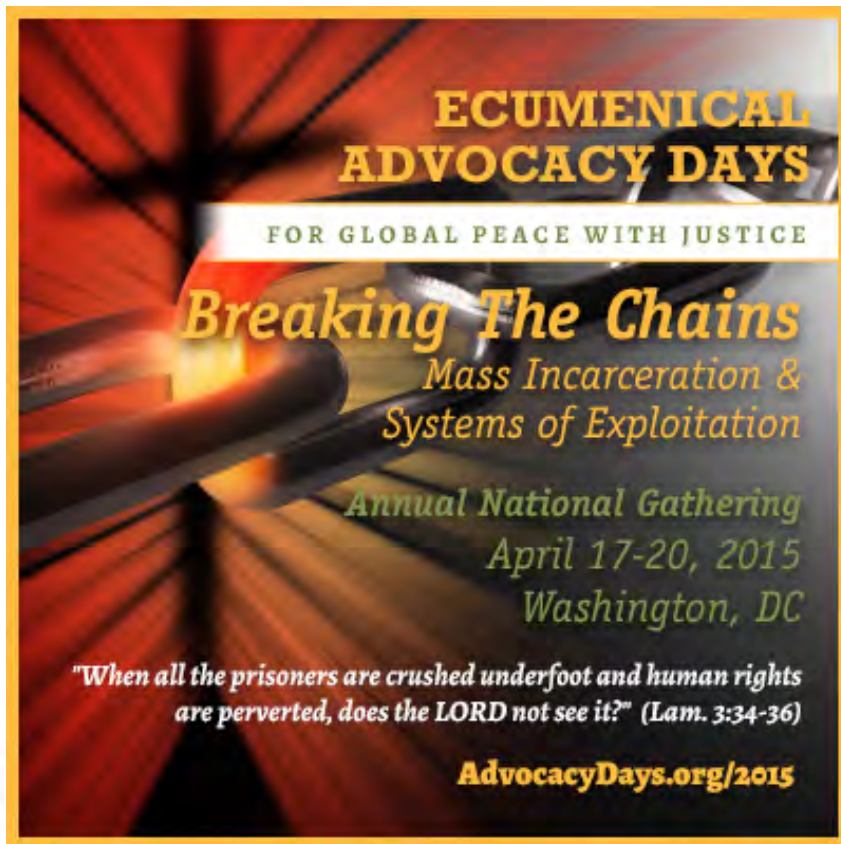
VARY images for specific sub-emphases or constituencies.



Implementation: Brand

Consistently use and re-use core images to create BRAND SATURATION.

- What are the ways to ensure a coherent presentation of information?
- How can you best help others promote your content / event / activity?



Implementation: Brand (Ads)



**ECUMENICAL
ADVOCACY DAYS**

FOR GLOBAL PEACE WITH JUSTICE

Breaking The Chains
Mass Incarceration & Systems of Exploitation

*"When all the prisoners are crushed
underfoot and human rights are
perverted, does the LORD not see it?"
(Lam. 3:34-36)*

Annual National Gathering
April 17-20, 2015
Washington, DC

AdvocacyDays.org/2015



**ECUMENICAL
ADVOCACY DAYS**

FOR GLOBAL PEACE WITH JUSTICE

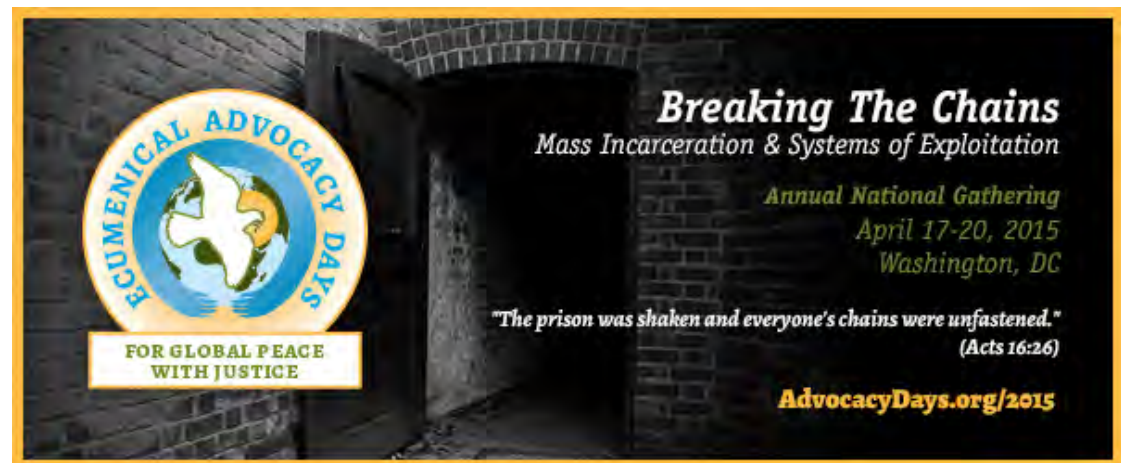
Jesus Weeps
*Resisting Violence,
Building Peace*

12th Annual National Gathering
March 21-24, 2014 • Washington, DC

AdvocacyDays.org



EAD 2014
*Resisting
Violence*
AdvocacyDays.org



ECUMENICAL ADVOCACY DAYS

FOR GLOBAL PEACE WITH JUSTICE

Breaking The Chains
Mass Incarceration & Systems of Exploitation

Annual National Gathering
April 17-20, 2015
Washington, DC

*"The prison was shaken and everyone's chains were unfastened."
(Acts 16:26)*

AdvocacyDays.org/2015



Implementation: Brand (Print)

Breaking the Chains
Mass Incarceration & Systems of Exploitation

13th Annual National Gathering
April 17-20, 2015
Washington, D.C.

AdvocacyDays.org

#EAD2015 #BreakingChains #EndExploitation

Breaking the Chains: Mass Incarceration & Systems of Exploitation

Join over 1,000 Christian advocates in Washington, D.C. in building a movement to shake the foundations of systems of human exploitation (Acts 16:16-40), including a prison-industrial system that incarcerates millions of people in the U.S. and abroad. A world that incarcerates so many and allows some to profit from the exploitation of slave, trafficked and forced labor remains far from the "beloved community" which we are all called to seek.

The U.S. makes up only five percent of the world's population yet holds nearly a quarter of the world's prisoners. Still, "imprisonment" is a worldwide problem and takes various forms, as everywhere people around the world remain trapped in detention centers, prisons, factories and drug wars that bind and dehumanize individuals for political or economic profit.

Lamentations asks, "When all the prisoners of the land are crushed under foot, when human rights are perverted in the presence of the Most High, when one's case is subverted — does the Lord not see it?" (Lam. 3:34-36) Do we?

As people of faith, we denounce the elements in our world that justify such systems of exploitation and mass incarceration. At EAD, we will confess our personal and corporate failure to break the chains of poverty, racism, and greed institutionalized in our laws, economy, and social behaviors that collude to perpetuate such human exploitation and strip civil and human rights.

As people of Hope, we are reminded that Jesus' radical message was one of liberation for all and restoration of right relationships. Through prayer, worship, advocacy training, networking and mobilization with other Christians, we will face the reality of mass incarceration and corporate exploitation, and call for national policies that bring liberation both to the prisoner and to a world in need of restoration — all culminating with EAD's Congressional Lobby Day on Capitol Hill.

REGISTRATION FEES
Entire Four-Day Event: Before March 20: \$199 | After March 20: \$215
One Day: Saturday or Sunday: \$110
Register online or by mail at AdvocacyDays.org/register

HOTEL
DoubleTree Crystal City, Arlington, Va.
Special Room Block Rate: \$125 / night
Reserve online at AdvocacyDays.org/hotels or call (800) 222-8733 and mention code "Ecumenical Advocacy Days" or "EAD".

For More Information and Event Schedule
Visit Advocacydays.org/2015

LEARN MORE

Ecumenical Advocacy Days
110 Maryland Avenue NE, Suite 110 • Washington, DC 20002
info@advocacydays.org • www.AdvocacyDays.org
Designed by Perisphere Media • PerisphereMedia.com

Implementation: Brand (Online)

Realizing the #ead2015 theme ACROSS CHANNELS.



Web



Social Media



E-mail

Implementation: Web

Key website CONTENT STRATEGY questions.

- Where does it live on the website? (Is it a page? a post? Info with a link off? Is there a short redirect URL?)
- How does it live with its neighbors? (Where is it on the menu? What is the path people take to the information?)



EAD Examples:

AdvocacyDays.org/2015

[Theme Description Page / Subpages](#)

[Registration Information Page](#)

Direct Link to External Registration System

[Item of News](#)

Implementation: Web

Website MESSAGING Comparison.

- In what way can the information be tailored for maximum impact on your website itself? (What will draw people to the information you want them to see?)

Which of the following sentences make the point better?

“Join nearly 1,000 Christians in our nation’s capital for Ecumenical Advocacy Days, advocating for policies to end unjust and immoral immigrant detention practices.”

“Join faith-based activists in Washington, D.C. in April 2015 to learn about the injustices of the U.S. immigrant detention system and to lobby Congress to change it.”



Implementation: Email

Focus the message for ACTION. (How should people RESPOND?)


- Utilize a third party e-mail marketing service, customize a template to your look and feel – and stick with it
- Always link back to your OWN website or action item; rarely link to someone else's (unless it is part of reciprocal promotion)



Implementation: Email

Aren't people going to read it on their PHONE?

- Be attentive to your mobile audience = Responsive Template for E-Mail
- Use Litmus or a similar service to run tests on how your email will look in different e-mail clients before you send it



Breaking the Chains
Mass Incarceration and Systems of Exploitation

April 17-20, 2015
Washington, D.C.

[Register at
AdvocacyDays.org](http://AdvocacyDays.org)

[Congressional Advocacy Day - April 20, 2015](#)

(Click above to read the full "Ask" with talking points and background information.)

We call on Congress to reform federal criminal justice and immigrant detention policies toward the goal of ending unfair, unnecessary, costly and racially biased mass incarceration:

- Adopt criminal justice and sentencing reform policies that incorporate an end to mandatory minimum sentencing;
- Eliminate the detention bed quota for immigrants and implement alternatives to immigrant detention.

Our Faith Conviction

As people of faith and conscience, we call for respect to be shown all people as bearers of God's image. Jesus tells us to act humanely toward those we might consider "least" among God's children. We are therefore concerned for the millions of men, women and children arrested, sentenced, incarcerated and returned home from incarceration throughout this country. The federal justice system should lead the nation in ensuring proportional and equitable accountability, not arbitrary and inhumane treatment. Unjust criminal justice practices and unnecessary immigrant detention run contrary to our faith and to our nation's fundamental values of basic dignity, due process, and human rights.

End Mandatory Minimum Sentencing

We urge Congress to support federal criminal justice reform legislation that would:

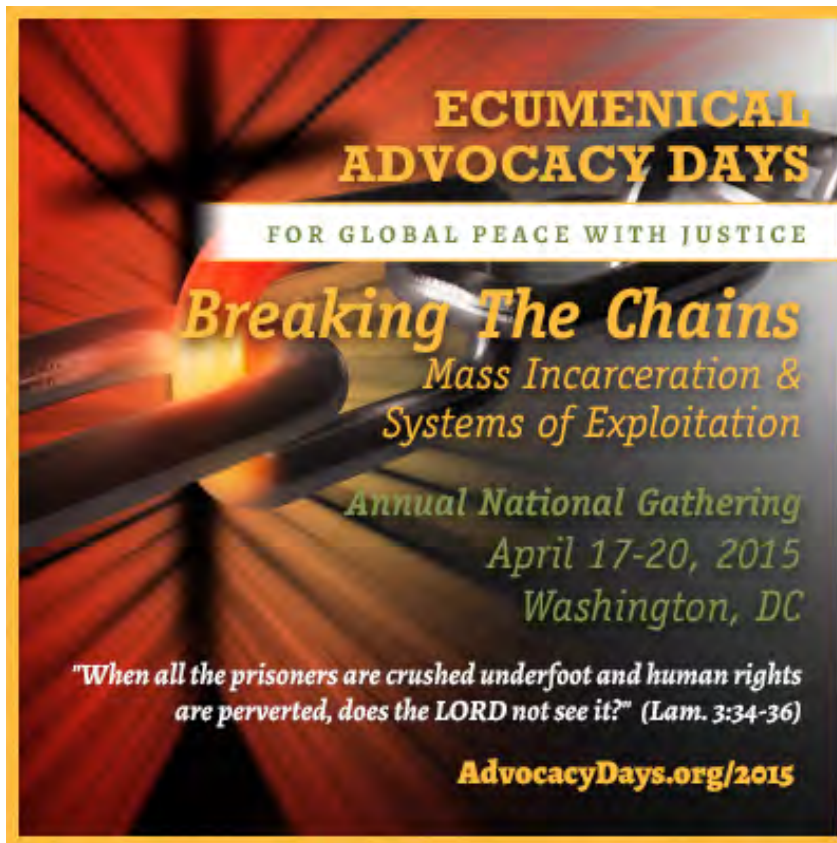
Implementation: Email

Stick with your CHOSEN IMAGES!



Implementation: Email

Stick with your CHOSEN IMAGES!



**ECUMENICAL
ADVOCACY DAYS**

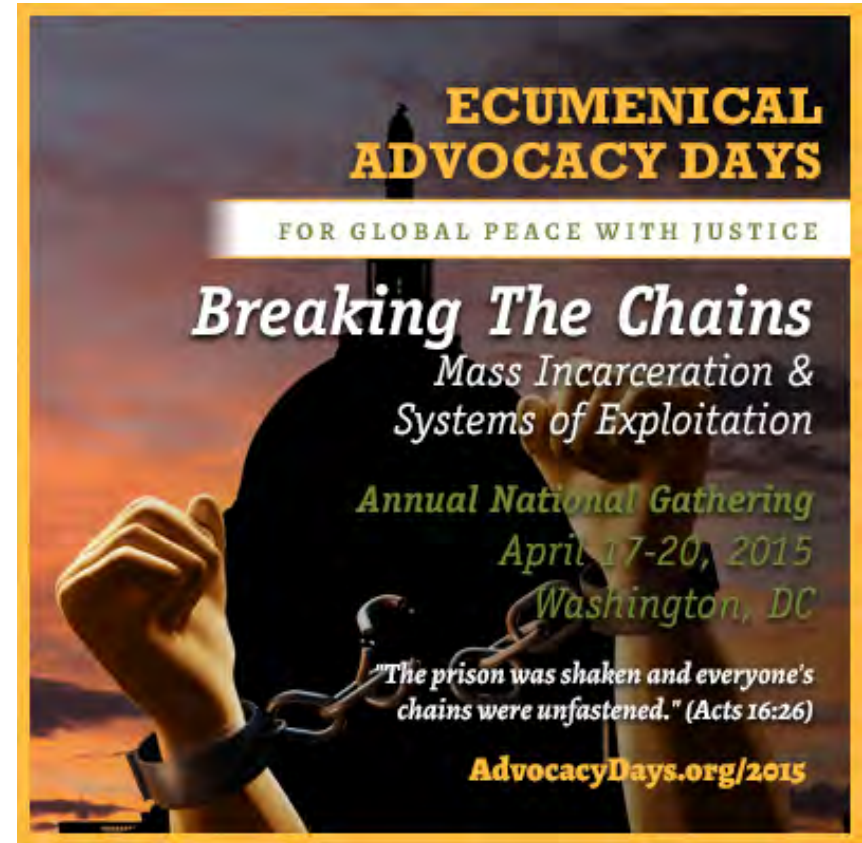
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AdvocacyDays.org/2015

Implementation: Social Media

Direct people to the ACTION / INFORMATION you want them to take/see/use.

- Understand the medium and its strengths / limitations
- Identify the core text limits:
 - Facebook: 1500 characters or less (50 words)
 - Twitter: 140 characters (but leave space for others to adjust and share your Tweet to their own followers)
- Utilize your campaign handles and hashtags
- Schedule your posts / tweets for maximum effectiveness



Implementation: Social Media

Are you thinking VISUALLY?

- Make sure your text has an image (or on Instagram or Pinterest – make sure you’ve got images that work in that forum)
- Difference between images for sharing and images automatically pulled (Facebook Open Graph / Twitter Card)
- Video: Learn the features of YouTube and how to tweak how your video displays; know how to create “pithy” videos for Facebook

[EAD on YouTube](#)

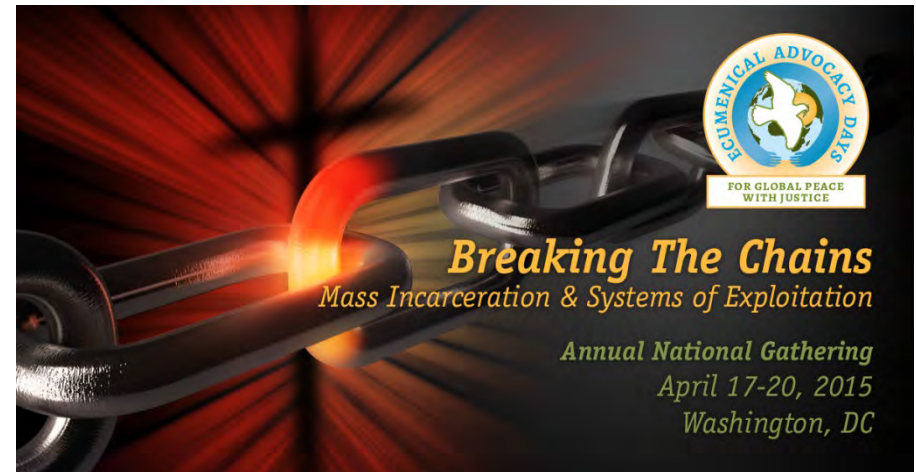


Implementation: Social Media

How does WEBSITE CONTENT get displayed on social media?



FOR GLOBAL PEACE WITH JUSTICE



Implementation: Social Media

Photos are also great branding materials.



Implementation: Social Media



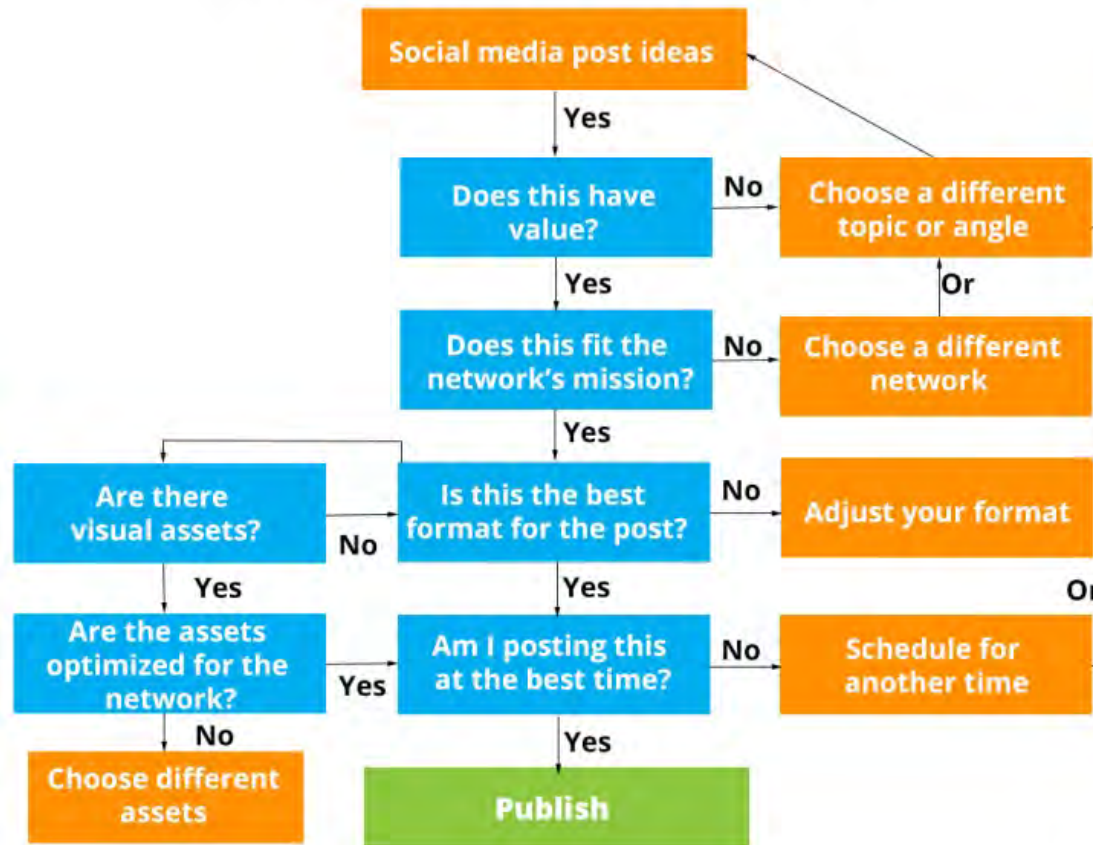
Implementation: Social Media

Some photos may be next year's core brand materials in waiting!



Implementation: Social Media

Think Before You Post



Measurement: Revisiting Goals

Did you REACH YOUR GOALS?

- Did you achieve your goal?
- What worked well? What didn't?
- Did you spend too much time? Too much money?
- What did you learn?
- How can you do it better next time?



Measurement: Web

Digest the STATS.

- Google (or Other) Analytics
 - Overall Traffic
 - Key pages
 - Audiences
 - Conversions (paths)
 - Desktop vs. mobile vs. tablet
 - Deeper data dive?



Measurement: Social Media

Did it go VIRAL?

- Facebook
 - Likes (pages and posts), Insights
- Twitter
 - Re-Tweets, Followers
- YouTube
 - Views
- Other Tools



Measurement: E-Mail

Did it end up in the TRASH?

- Opens
- Clickthroughs
- Actions taken, e.g. donations
- What timing worked best?
- What messages (A / B testing)



EAD Review



Web



Social Media



E-mail

Questions



View This Presentation



ead2015.com



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