

Effective Campaign Life Cycles with Civi

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and Progressive Technology Project

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Introductions

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What are your goals?

- ▶ Measurable
- ▶ What does success look like?
- ▶ Tool-Agnostic
Make sure your communications plan stays in tact even if you need to change the tools you're using

Example Goal

Goal	Measurability	What does success look like?	Tools
Increase attendees at annual event through online efforts	Compare this year's attendance to last year's	10% increase in attendance from last year	Email Blast Texting Facebook Online Registration

Agenda

- ▶ Introduce processes & templates for planning and maintaining your online activities
- ▶ Share examples of how organizations have used these processes
- ▶ Share resources for diving deeper into enhancing your communications strategy

Four Processes

Target Audience



Coordinate Channels



Plan Narrative Arc



Track Metrics



Audience Exercise

- ▶ Who are your top audiences?



- ▶ How can Civi be used to find & refine target?

Know Thy Audience(s)

▶ Email

- Who opens your emails? Who clicks on links?

▶ Facebook

- Who are your “friends”/”fans”? Who are theirs?

▶ Twitter

- Who is following you? Who is re-tweeting you?

▶ CRM

- Who shows up? Who raises funds?

Consider a “Publishing Matrix”

- ▶ Publishing Matrix allows you to
 - Enumerate Channels & Content Types
 - Establishes consistent online presence
 - Ensure engagement leads back to organizational domains
 - Plans appropriateness of message to channel
 - Highlights ways to save time & effort
 - Reuse & redistribute content

	A	B	C	D	E	F
Publishing Matrix						
Content Types	Communications Channels					
	Website	Email List	Blog	Facebook	Twitter	
<u>eNewsletter</u>	X	X	X	X	X	
Event Announce	X		X	X	X	
Action Alert	X	X	X			
Fundraising Appeal		X	X	X	X	
Blog Post			X	X		
Press Release	X	X	X			
New Staff	X		X	X	X	

Pub. Matrix Next Steps

- ▶ Build out your publishing matrix
- ▶ Define your processes
- ▶ Share it with your org to create an organizational asset
- ▶ Look for places to adjust your communications
 - Channels you aren't using as much as you could
 - Content types that could be recycled

Calendar Your Messaging

- ▶ Calendars allow you to
 - Sustain consistent messaging
 - Coordinate internal processes and projects
 - Avoid list fatigue
 - Model messages within narrative arcs
 - Avoid list fatigue
 - Slot in support content to complement campaign pace

Calendar Your Messaging

	January			February		
Important Dates	5 th – Quarterly Newsletter			20 th – Party Reminder	11 th – Party Last Chance	12 th – Annual Member Party
Email Template Areas						
Subject Line	You're Dying to Know What We're Up To...			Register Now for our Annual Member Party!	Last Chance to Get in on the Fun!	
Engagement Ask				Register Now!	Register Now!	
Main Content Part 1	Annual Member Party			Party Purpose		
Main Content Part 2	Take action around deforestation!			Party Details		
Main Content Part 3	Welcome our Two new employees					
Sidebar 1				Register Now! Button	Register Now! Button	
Sidebar 2						

Example of a Message Arc

- ▶ A new law is on the ballot and it's horrible! Sign our petition!
- ▶ Look at all these signatures we've received! Help us email our lawmakers!
- ▶ The vote is tomorrow! Come and show your opposition!
- ▶ We won! The law didn't pass! Help us continue this important work by donating!

Consider Tracking Analytics

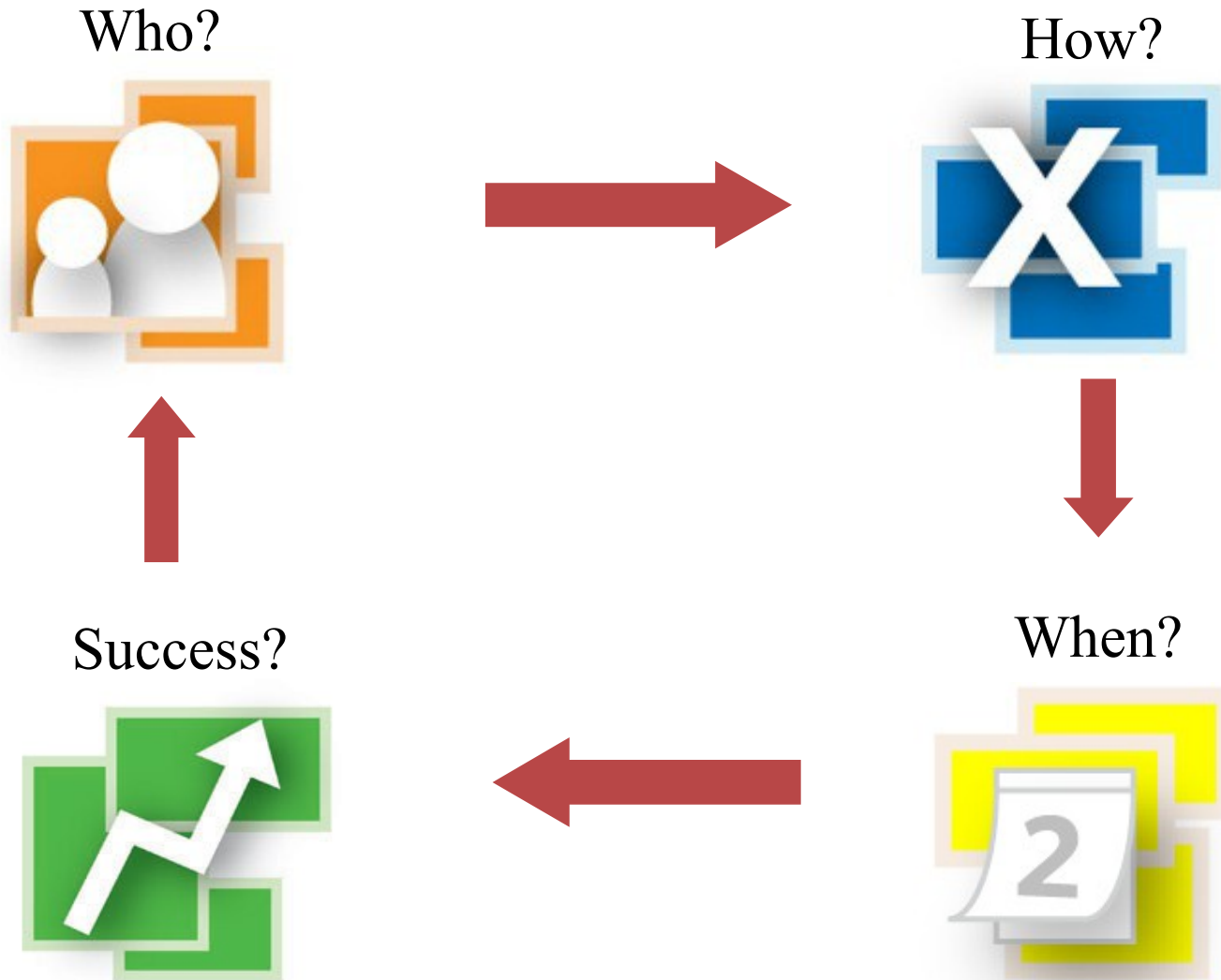
- ▶ Attached to measurable goals, analytics are your thermometer
 - Make sure you know what goal the data is speaking to
- ▶ Helps determine what value you're providing to whom
- ▶ Tracking is key!!

Workflow

▶ Send Action Alert

- Go through Pub Matrix and send according to message calendar
- After action time period complete, check out analytics
 - Who are the most engaged people?
 - What did they respond to?
- Fill in analytics doc to compare to past messaging
 - Adjust publishing matrix, message calendar accordingly

Four Processes



Summary

- ▶ Have processes in place for
 - Audience Assessment
 - Publishing Matrix
 - Message Calendaring
 - Tracking
- ▶ Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to success

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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