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April 09, 2020

# Digital Organizing Primer

*LWV Building Power during COVID and Beyond!*



The Organizing Team  
**LEAGUE OF WOMEN VOTERS OF THE U.S.**

# Reflection

"In times of crisis, there are no strangers. We are all connected, and even while at home, we're always part of a community."

Brittany Paknett Cunningham



**Luana Chaires**  
ORGANIZER



**Alicia Gurrieri**  
ORGANIZING MANAGER



**Alma Couverthie**  
NATIONAL ORGANIZING DIRECTOR

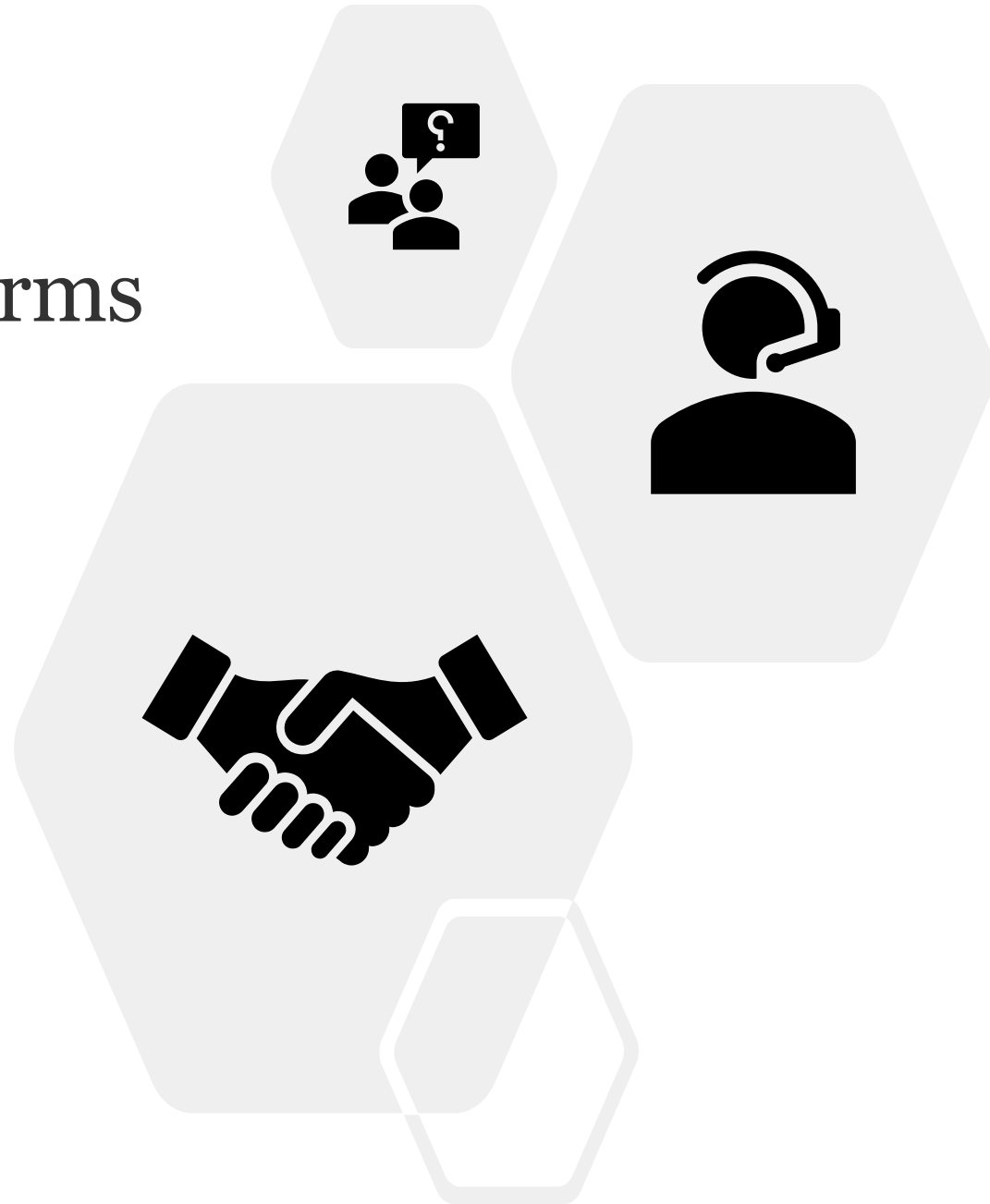
# LWVUS Facilitators

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# Community Norms

- What is learned here leaves here!
- Use the chat box/question box to add thoughts, experiences, and/or questions to the conversation!
- Bring your full self!
- Anything else to add?



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# Goals for today's call!

- Introduction to Digital Power Building
- Gain confidence in using this strategy to address rapidly changing environment
- Commit to learning and adjusting together



<https://campustechnology.com/articles/2017/07/05/building-real-community-online-with-free-apps.aspx>

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# Why Digital Organizing

- Lives are increasingly online
- In current situation of isolation/stay at home orders, digital organizing provides the best way to reach individuals and keep them involved in the work necessary to protect voters and defend democracy
- Scalable: allows us to grow our activism power
- Robust communities live online
- Building expertise around digital organizing will enhance our work beyond current health crisis
- Builds solidarity across distance and separation

# Poll!

What are some digital communities you are part of?

- Facebook Groups
- Google groups
- Listservs
- Other



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# Digital Communities are impactful

- Growing your volunteer base
- Leadership development
- Supporting communities and constituencies to be “players”
- Bringing community issues to the forefront
- Building for future campaigns and initiatives



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# Definitions

“Organizing is bringing the talents, resources, and skills of people in the community together to increase their **collective power** to transform themselves and their community and work for change.

Base building: growing the number of connected individuals and organization that support your issue.

Relational Organizing: is the process by which campaigns, groups, or individuals harness their personal relationships to effect community change.

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# Definitions



## DIGITAL

CONTENT OR ACTIVITY THAT OCCURS ONLINE, REGARDLESS OF THE DEVICE (COMPUTER, SMART, PHONE, TABLET, ETC.) THAT AIMS TO ENGAGE OUR ONLINE COMMUNITY AND AMPLIFY MESSAGING AND ACTIVITY.



## DIGITAL STRATEGY:

ROOTED IN THE QUESTION, “HOW DO WE WANT OUR ONLINE COMMUNITY TO ENGAGE WITH THIS?”

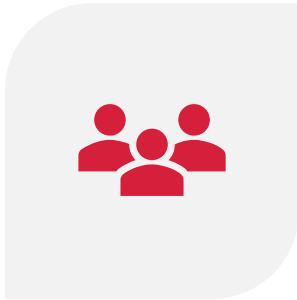


## ENGAGEMENT:

ONLINE ACTIONS AND INTERACTIONS WITH DIGITAL CONTENT

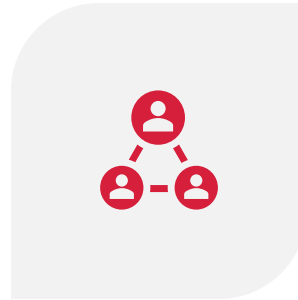
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# Definitions



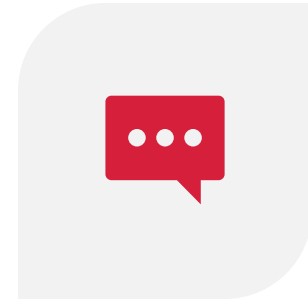
## ONLINE COMMUNITY (AUDIENCE)

A SPECIFIC GROUP OF PEOPLE  
YOU WANT TO ENGAGE WITH.  
THIS SHOULD BE DEFINED  
STRATEGICALLY.



## CAMPAIGN

A COLLECTION OF DIGITAL  
TACTICS (EMAIL, SOCIAL MEDIA,  
TEXTING WITH SHARED GOALS  
AND TOPICS. COMBINED, THESE  
TACTICS ARE THE STRATEGIC  
VEHICLE FOR ORGANIZING AND  
ADVOCACY IN THE DIGITAL  
WORLD.



#HASHTAG A WAY TO GROUP  
ONLINE CONVERSATIONS  
AROUND A SPECIFIC TOPIC

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# Digital Power Building Activities

- Email information + Actions
- SMS/text campaigns
- Social media posting + engagement
- Online Discussion groups such as Facebook, listserv, Slack, WhatsApp
- Video content such as Facebook live, Instagram, Youtube

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# Effective Strategies for Online Organizing



KEY INFLUENCERS



INFLUENCERS



ACTIVISTS AND  
CONCERNED  
INDIVIDUALS

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# Effective Strategies for Online Organizing



Quality content



Authenticity



Organizational  
integration



Targeted  
engagement



Experimentation



Analytics

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# Effective Strategies for Online Organizing



## The Recipe

1 Part: The Right People in the Community

1 Part: Content that tells a story people want to engage with and validates the social self

1 Part: Genuine Engagement



## Directions

Stir together after careful strategic planning

Add in elements that amplify your messages and activity with some calls to action

Track and taste test the data

Adjust based on your findings

Taste and track the data again



# Storytelling: Social Media Engagement



9:43 📶 🔋


< 🔍 League of Women Voters of T... ➦

[Home](#) [About](#) [Events](#) [Photos](#) [Videos](#) [Commun](#)

**LWV** League of Women Voters of Texas ⋮  
Monday at 5:46 PM · 🌐

I know we are still in the midst of a crisis... and we have lots of empowering voters and defending democracy still left to do here in Texas. Please take a moment to join me in a moment of gratitude for this "good day for our democracy in Texas!" Thank you so much! We can't do this important work without you!

Grace Chimene, president League of Women Voters of Texas



**Action News**  
Voting & Elections  
During the Coronavirus  
**LWV**

MY.LWV.ORG  
**Action News 4.6.2020 Voting & Elections During the Coronavirus Pandemic**

👍❤️ 14 1 Share

👍 Like    💬 Comment    ➦ Share

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## ELIGIBILITY REQUIREMENTS

To register to vote you must:

- Be a citizen of the United States
- Be a legal resident of the county
- Be at least 17 1/2 years old to register - 18 by election day
- NOT have been found mentally incompetent by a judge
- Be "off papers" (felons)

# CONTACT 5 PEOPLE

## #Contact5Challenge

# REGISTER TO VOTE ONLINE IN GEORGIA



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we have better healthcare, better schools, climate protection, and more.

1d



lwvga #WomenPowerTheVote #CountAllVotes #GAVotes #powertothepolls #paperballots #righttovote #votingrights #defendingdemocracy #makingdemocracywork #election2020 #voters #voting #informedvoter #nonpartisan #counteveryvote #registertovote #getoutthevote #GOTV2020 #voting #iregistered #Contact5Challenge #votebyemail #absenteeballot #absenteeballots #coronavirususa #lwvga #staysafe #health #healthy

1d 1 like Reply



4 likes

1 DAY AGO

Log in to like or comment.


# We are not in this alone!

- Many organizations and communities are rapidly transitioning to online and digital communication
- Builds and fosters community



**LWV** League of Women Voters of the U.S. ⋮  
Yesterday at 8:15 AM 🌐

Depressed electoral turnout and emergency cancellations and suspensions of elections are the new reality across the country due to the COVID-19 pandemic. If then combined with hasty demands to purge rolls based on unverified data, the voting rights of millions of eligible voters could be detrimentally impacted. Here's where we're fighting voter roll purges right now:



LWV.ORG i

**In the Know: The Rise in Voter Purge Litigation | League of Women Voters**

👍👎🗨️ 277 18 Comments 313 Shares

👍 Like 🗨️ Comment ➦ Share

# Poll!

How comfortable do you feel implementing the skills learned?

- Very comfortable! Can't wait to get started!
- Somewhat comfortable. I still need more information and training.
- On my way to feeling comfortable, need more support
- Not at all comfortable.

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# Brainstorm!

## Let's Build Solidarity

- Using the chatbox, tell us how you would use digital organizing to build and show up in solidarity with other Leagues and States?
  - Who would you target?
  - What platform would you use?
  - What is your message and ask?
  - In what ways can you make it creative and fun?

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# Summary

- Digital organizing and power building is a way to enhance our work by reaching new people and engaging people differently
- Message for your target your audience
- Use digital tools to build personality and community
- Provide individuals with actions they can take
- Cross share! Share partner organization information and ask for your partner organizations to share your information

# What can you do now?

- Map your networks!
  - Friends, family, community groups, colleagues, people I see regularly
- Map where you/your League already has a presence!
- Practice using digital tools



League of Women Voters of the U.S.

March 12 at 2:45 PM · 🌐



The CDC recommendation for social distancing to contain the coronavirus comes at a time when many are preparing to cast their ballots. There are many ways for voters to participate in elections while mitigating risk of exposure—read more about your options: <http://bit.ly/3aUeKJt>



LWV.ORG

**voting in a Time of Coronavirus | League of Women Voter**

There are many ways for voters to participate in elections while...



274

18 Comments 619 Shares

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# Next Steps

- Digital tools webinar at 4:30pm ET
- April 23rd Relational Organizing Webinar from 3-4pm ET
- Contact [organizing@lwv.org](mailto:organizing@lwv.org) with any questions, comments, or feedback!
- Fill out the survey shared after this webinar to let us know what additional trainings and resources will be helpful!
- Check out [lwv.org/covidguidance](http://lwv.org/covidguidance) for resources!





A photograph of two women in professional attire engaged in a conversation in a hallway. The woman on the left has long dark hair, wears glasses, a blue top, and a black blazer with a white sash. The woman on the right has short brown hair, wears glasses, a white top, a purple scarf, and a white shoulder bag. In the background, a man in a blue jacket is partially visible, and a sign on the wall reads 'EXHIBITION' and 'BASEMENT'. The word 'Questions?' is overlaid in large white text in the center of the image.

Questions?