Digital Organizing Primer

*LWV Building Power during COVID and Beyond!*

April 09, 2020

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
LWVUS Facilitators

Luana Chaires
ORGANIZER

Alicia Gurrieri
ORGANIZING MANAGER

Alma Couverthie
NATIONAL ORGANIZING DIRECTOR
I HAVE NO IDEA
WHAT I'M DOING
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?
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

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
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
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.
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
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
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
Effective Strategies for Online Organizing

- KEY INFLUENCERS
- INFLUENCERS
- ACTIVISTS AND CONCERNED INDIVIDUALS
Effective Strategies for Online Organizing

Quality content  Authenticity  Organizational integration  Targeted engagement

Experimentation  Analytics
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
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
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)

REGISTER TO VOTE ONLINE IN GEORGIA

CONTACT 5 PEOPLE
#Contact5Challenge

SCAN ME

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

lwvgag
#WomenPowerTheVote
#CountAllVotes #GAvotes
#powertothe polls #paperballots
#righttovote #votingrights
#defendingdemocracy
#makingdemocracywork
#election2020 #voters #voting
#informedvoter #nonpartisan
#counteveryvote #registertovote
#getoutthevote #GOTV2020 #voting
#iregistered #Contact5Challenge
#votebymail #absenteeballot
#absenteeballots #coronavirususa
#lwvgag #staysafe #health #healthy

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
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.
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?
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
Next Steps

• Digital tools webinar at 4:30pm ET
• April 23rd Relational Organizing Webinar from 3-4pm ET
• Contact 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 for resources!
Questions?