

# Posting an Action on OutreachCircle

An orange speech bubble with a tail pointing downwards and to the left, containing white text.



How to maximize  
your impact using  
digital tools

# Step 1: From your dashboard, click "Create New Action"


The screenshot shows the OutreachCircle dashboard for the 'League of Women Voters US'. The left sidebar contains navigation links: Dashboard, Actions (highlighted), Supporters, Groups, Reports, Lists / Voter Files, Settings, and About. At the bottom of the sidebar is a link to 'All OutreachCircles'. The top right of the dashboard shows the user profile 'Samyuktha Mahadevan' with email 'smahadevan@lww.org' and a 'Setup' button. The main content area is titled 'Actions' and features two buttons: 'Actions Report' and 'Create New Action', with the latter circled in red. Below these buttons is a table of 'Current Actions'.

Order	Icon	Action Name	Status	Count	Start Date	End Date	Edited
1		Welcome message Update Supporters	ACTIVE	41			Edited: Aug 28, 2020
2		9.22 National Voter Registration Day Email, Text or Share with Friends	ACTIVE	5	Sep 22, 2020	Oct 13, 2020	Edited: Sep 22, 2020
3		RSVP for 10.8 Racism and Redistricting Event RSVP to an Event	ACTIVE	9	Sep 14, 2020		Edited: Sep 14, 2020
4		9.3.20 Protect the Postal Service Link to Webpage	ACTIVE	8	Sep 04, 2020		Edited: Sep 04, 2020
5		9.1.20 Poll Worker Recruitment Day Link to Webpage	ACTIVE	10	Sep 01, 2020		Edited: Sep 01, 2020
6		8.28.20 Census Action Link to Webpage	ACTIVE	17	Aug 31, 2020		Edited: Aug 31, 2020


## Step 2: Choose which type of action to create (in this example, we use "Link to a Webpage")

 OutreachCircle | Actions [About Actions](#) 


Create actions to recruit, engage and mobilize supporters...

**Update Supporters**


Stay connected with your supporters by posting simple messages, news updates, reminders, or even a thank you note.

**Supporter Forms** BETA


Gather more info from your supporters: how they'd like to volunteer, where to place a yard sign, ask for endorsements/quotes, or any other question.

**Survey Friends** ALL NEW

Enable supporters to gather information from their friends via email, text.


**Email, Text or Share with Friends**

Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.


**Link to Webpage**

Share a link to a webpage with your supporters. Direct traffic to your website, an event, parking directions, a google map, or even a virtual phone bank.


[BUILD THIS ACTION >](#)

**Share Facebook Post**


An easy way to inform and engage your supporters while increasing your facebook traffic.

**Affinity Texting**


Enable supporters to text a list of assigned contacts from their personal phone number.

**Watch a Video**


Share a video with your supporters.

**Sign a Petition**


Share a petition with your supporters so that they can sign (and share with their friends).

**RSVP to an Event**

Advertise an upcoming event. If you have

**Assign a Task**

Assign a task to your supporters. Give them

**Ask for a Donation**

Ask your supporters to contribute and help

# Step 3: Give your action a name

This is what the Admin sees, not the Supporter.

(Tip: develop a naming convention so you can easily organize your actions)

×

Start by selecting an Action type

Link to Webpage ▼

## Link to Webpage

Share a link to a webpage with your supporters. Direct traffic to your website, an event, parking directions, a google map, or even a virtual phone bank.

ACTION NAME

9.24 Census Counts Countdown Text Bank (LWVUS)|



Build this Action

# Step 4: Add the Headline, Description, and an Image for your Action

Link to Webpage - 9.24 Census Counts Countdown Text Bank (LWVUS)

Headline & Description

Redirect Link


Preview

HEADLINE

National Text Bank to Countdown to our Future

The Headline will appear on your supporters' list of available actions. Choose a headline that encourages them to complete the action.

DESCRIPTION

**B** *I* U 



Currently, communities have until September 30th to fill out the 2020 Census. That leaves us with less than 2 WEEKS to count as many people as possible to ensure they are represented!

The COVID-19 pandemic, shifts in census operations, and existing barriers have meant that many communities still have yet to be counted. These communities are already historically undercounted,

Characters left: 243

Provide any additional context related to this action that would be helpful to your supporters.

ACTION IMAGE

 Census Counts 2020.png  [Replace image](#)

Previous

[Sample preview](#)


Next

## Step 5 (optional) : Take a moment to view a preview of your action, then click "Continue Editing Action"

Link to Webpage - 9.24 Census Counts Countdown Text Bank (LWVUS)


Headline & Description   Redirect Link   **Preview**

Action Status **READY** ⓘ



Action is ready to go live

Scan to preview on mobile



If you are on iPhone, use the camera app to scan.  
If you are on Android, use Google Lens or download an app to scan QR Code.

[Desktop preview link](#)

**Continue Editing Action**



# Step 6: Make sure the descriptive details are to your liking

## You can choose to turn on "Supporter Notifications"

The screenshot displays the OutreachCircle web interface. On the left is a sidebar with navigation links: League of Women Voters US, Dashboard, Actions (highlighted), Supporters, Groups, Reports, Lists / Voter Files, Settings, and About. At the bottom of the sidebar is a link to 'All OutreachCircles'. The main content area is titled '9.24 Census Counts Countdown Text Bank (LWVUS)' with a breadcrumb trail 'All Actions > 9.24 Census Counts Countdown Text Bank (LWVUS)'. Below the title is a section for 'Headline and Description' with an 'Edit' link. The headline is 'Tonight! National Text Bank for Census Counts 2020'. The description contains two paragraphs: one about the September 30th deadline and another about the COVID-19 pandemic's impact on census operations. Below the description is an 'ACTION IMAGE' section showing a thumbnail for 'Census Counts 2020.png'. At the bottom is a 'Redirect Link' section with an 'Edit' link and a placeholder text. On the right side, there are several panels: 'Action Type' set to 'Link to Webpage', 'Action Status' set to 'READY', a date range from 'Sep 24, 2020 12:30 PM' to 'Sep 24, 2020 11:00 PM', a 'Deactivate Action' button, an 'Action History' dropdown, a 'Supporter Notification' toggle switch (circled in green and currently turned off), and a 'Mobile Preview' section with a QR code. A red arrow points from the 'Census Counts 2020.png' image to the 'Redirect Link' section.

OutreachCircle

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Setup

League of Women Voters US

Dashboard

Actions

Supporters

Groups

Reports

Lists / Voter Files

Settings

About

All OutreachCircles

### 9.24 Census Counts Countdown Text Bank (LWVUS)

All Actions > 9.24 Census Counts Countdown Text Bank (LWVUS)

#### Headline and Description

HEADLINE

Tonight! National Text Bank for Census Counts 2020

DESCRIPTION

Currently, communities have until September 30th to fill out the 2020 Census. That leaves us with less than 2 WEEKS to count as many people as possible to ensure they are represented!

The COVID-19 pandemic, shifts in census operations, and existing barriers have meant that many communities still have yet to be counted. These communities are already historically undercounted, and there is so much at risk if they are missed. Sign up to text bank with **TONIGHT** and help us reach these communities!

We will be texting individuals in Alabama, Louisiana, Mississippi, Arizona, North Carolina, South Carolina, Florida, and Georgia. Even if you don't live in one of these states, you can pitch in to help us reach as many people as possible!

ACTION IMAGE

Census Counts 2020.png

#### Redirect Link

Add the redirect link and button text which the supporter sees to take this Action.

Action Type  
Link to Webpage

Action Status  
READY

Action Start Date: Sep 24, 2020  
12:30 PM  
Action End Date: Sep 24, 2020  
11:00 PM

Deactivate Action

Action History

Supporter Notification

Switch-on to send supporters an email notification when the Action goes Live.

Mobile Preview

# Step 7: Set the schedule for your action

## You can choose when it will go live and when to deactivate it.

Reports

Lists / Voter Files

Settings

About

All OutreachCircles

REDIRECT LINK

[https://www.mobilize.us/civilrights/event/326746/?referring\\_vol=1792502&rname=Diali&share\\_](https://www.mobilize.us/civilrights/event/326746/?referring_vol=1792502&rname=Diali&share_)

BUTTON TEXT

Sign up to send texts!

Advanced Settings

Would you like to schedule this Action?

Edit

These dates/times reflect when this action will be visible to your supporters on OutreachCircle.


ACTION GO-LIVE DATE/TIME\*

Sep 24, 2020 12:30 PM

ACTION DEACTIVATION DATE/TIME

Sep 24, 2020 11:00 PM

\*Action Go-Live Date can only be edited when action is INACTIVE/READY.



Desktop Preview

[Desktop preview link](#)

Send Feedback

Do you have a suggestion on a new Action type or feedback on this feature? Let us know.

Type here...

Send



# Final Step: Return to your "Actions" tab to confirm your action is ready

(you can reorder the action if necessary)

League of Women Voters US

Dashboard

**Actions**

Supporters

Groups

Reports

Lists / Voter Files

Settings

About

All OutreachCircles

## Actions

Actions Report>Create New Action

### Current Actions

1		Welcome message Update Supporters	ACTIVE	41		Edit	▼	Edited: Aug 28, 2020	
2		9.24 Census Counts Countdown Text Bank (LWVUS) Link to Webpage	READY		START DATE Sep 24, 2020	END DATE Sep 24, 2020	Edit	▼	Edited: Sep 24, 2020
3		9.22 National Voter Registration Day Email, Text or Share with Friends	ACTIVE	5	START DATE Sep 22, 2020	END DATE Oct 13, 2020	Edit	▼	Edited: Sep 22, 2020
4		RSVP for 10.8 Racism and Redistricting Event RSVP to an Event	ACTIVE	9	START DATE Sep 14, 2020		Edit	▼	Edited: Sep 14, 2020
5		9.3.20 Protect the Postal Service Link to Webpage	ACTIVE	8	START DATE Sep 04, 2020		Edit	▼	Edited: Sep 04, 2020