

# Digital Organizing 101

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Fridays for Future  
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# Welcome!

- Name. ((As we go around please type your email address in the chat box.))
  - Location and FFF group
  - Involvement with FFF
  - Experience level with grassroots organizing
- ...and anything else you want to mention!



# GDPR

- Much of FFF's data is stored in Europe, so we need to abide by the EU's General Data Protection Regulation (GDPR)
- If you want to receive access to FFF personal data after this training, you need to confirm that you are willing to receive GDPR-sensitive data



# Role of Digital

- **Digital organizing** is a great way to support real live organizing:
  - Easy, fast, and cheap outreach to activists and supporters
  - Keep in touch with supporters and build messaging for the movement
  - Collaborate with others from around the region, country, and world
- It should not replace on-the-ground field work, but supplement it
  - Face-to-face contact is still the most impactful way to build support, recruit activists, etc.



# Digital Landscape

- We are living in a very exciting time for digital organizing!
  - Management tools (such as Action Network) of constituents
  - Peer-to-peer (P2P) contact tools like Get Thru (formerly Relay)
  - Digital ads on social media platforms
  - Grassroots communication via social media groups and messaging apps like WhatsApp or also AN
  - Email remains a great, simple way to keep in touch with supporters, such as AN
  - We are challenged to be efficient, fast, structured and democratic. The danger is digital takes over, so we have to strive to have digital centralized, but power and decision-making decentralized.



# FFF uses two main platforms

[FridaysForFuture.org](https://fridaysforfuture.org)

FFF under ActionNetwork



# Why Action Network?

- Built specifically for constituent management (compared to e.g. Google Forms or Google Groups)
  - Ability to sort and target different groups of supporters
  - Ability to integrate collection of personal data with other functions like sending emails or advertising events
  - Integrated with politics-specific functions like petitions
- Easy-to-understand platform and user interface
- We already use it, and our data from around the world is already on there



Here are some of the things you can do with FFF and AN, above all around the local FFF group



# Some of many functions in AN

1. Create a database for a large area or subarea containing contacts, activists, organizers. Do uploads.
2. Create and promote an event.
3. Generate and invite a list of people to help.
4. Create and spread a petition, online or offline
5. Email folks with a specific aim. Monitor results including opens and clicks.
6. Review your bounced emails.
7. Look up and connect with someone
8. Generate reports such as on new activists, new volunteers, signups for an event, total volunteers in the area.
9. Raise funds
10. Sort, upgrade, insert, change information on activists



# Let's Brainstorm!

What are some Action Network functions that you could easily begin to integrate into your work today?

Do you have any longer-term goals with FFF (e.g. recruit more members, spread to more schools/areas in your region, start a project with people in other regions)? If so, how might Action Network be able to fit into those plans?



# Questions? Feedback?

*--Become a local coordinator? If so, we need your GDPR confirmation statement! Sign the petition to get your info into the system.*

*--Become a trainer to train others on AN.*

*--Your next steps? Help grow your FFF team.*

*How?*

