

Posting an Event and Targeting your Emails 112

Fridays for Future International and USA 2020

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Agenda

- Welcome
- Brief on using FFF AN
- Posting an Event
- Targeting Your Email
- Acknowledgements and Additional Resources



Welcome!

- Name
- Preferred pronouns
- Location
- Involvement with FFF (or other climate groups)
- Experience level with grassroots organizing

...and anything else you'd like to share!

Review of FFF AN



FFF AN structure

- Your group page divides into
- 1. [Manage group page](#). Many functions around activists.
Note subgroups.
- 2. Start Organizing. A dropdown menu

Posting an Event



Preliminaries

- Does your event help to achieve your goals?
- Have you done the preparations of who, what, when, where?

--Who, such as Speaker, Tabling Volunteers, Trainer

--What, Your subject or object, such as a talk on..., gathering signatures, or training

--When, time and date

--Where, booked library, have permits if needed....

Preliminaries



What is your email date mailout strategy?

How often? Which day? Even what time? Avoid bombarding your group. Preferred once every two weeks, or twice for an event.

The Actual Posting



Creating the event here means putting the information online

Tips. Short. Positive. Take action. Live or online. Include fine graphics.

Constantly save and edit.

<https://actionnetwork.org/events/24-hours-on-the-24th-join-fridaysforfuture-global-round-the-clock-online-climate-program-music-talks-videos-fun/edit>

Save and go to the next step



The thank you page

Encourage and thanks
brings you to the next step
page for the signer.

<https://actionnetwork.org/events/24-hours-on-the-24th-join-fridays-for-future-global-round-the-clock-online-climate-program-music-talks-videos-fun/step2>

Publish

Tags.



Sending out an announcement

First, review your posting.

Go to the online final View Event.

Copy the URL

We got the action up. Now we need the community to join us.

Second, start your new email.

The email and email blast

In the body of your text

Provide the link with from whom such as your local group including email, title, etc.

Also, note To get started, choose an email list to send to, which is automatically your group:

Include a short, concise, encouragement to sign up for the event and include the link.

https://actionnetwork.org/events/24-hours-on-the-24th-join-fridaysforfuture-global-round-the-clock-online-climate-program-music-talks-videos-fun?source=direct_link&

The target.

You reach <https://actionnetwork.org/emails/join-the-24hours-on-the-24th-fridaysforfuture-special/target>

Include side. Use fields based on the data you have accumulated, where the person lives, information of yes, maybe volunteer, maybe tags, Maybe City, such as New York
Other examples, Volunteer is field, Yes is value.

The target

On the exclude side, select whom you do not want to end this too. The likely is the Information, No group, so under field write Information, then Value of NO

Final steps

Targets fixed, then save preview send. You reach the preview page. All ok. No, go back. Note the numbers being sent.

Restudy the final draft. Numbers good? Text correct?

Schedule send out time or send. Good times to send?

Studying the result of your email and links

Once sent you can review your results. See statistics page.

Sample of statistics page, statistics view, clicks.

<https://actionnetwork.org/emails/reminder-of-coming-training-today-1730-central-european-time/manage>

Repeating the email on a different date

Duplicate. Get the same copy but change content. Same targets kept. Reminder. Duplicate with exclude

The screenshot shows a web browser window displaying the 'Manage Email' page for 'FRIDAYS FOR FUTURE INTERNATIONAL GROUP LEVEL 2'. The page features the 'THE ACTION NETWORK' logo and a 'START ORGANIZING' button. The current email being managed is 'emailblast424', which is in a 'CURRENTLY IN DRAFT' status. The email subject is 'Join the 24hours on the 24th Fridaysforfuture Special'. Below the email details, there are buttons for 'Edit & Send', 'Refresh Targeting', 'Duplicate', 'Duplicate w/Exclude', and 'Edit Tags'. A navigation bar includes 'Statistics', 'Clicks', 'View Email', 'Targets', and 'Next Steps'. The 'Statistics' section shows 'Opens' and 'Clicks' with green bars indicating zero values. The 'Total Opens' and 'Total Clicks' are also shown as zero. The Windows taskbar at the bottom indicates the time is 1:02 PM on 4/1/2020.

actionnetwork.org/emails/join-the-24hours-on-the-24th-fridaysforfuture-special/manage

THE ACTION NETWORK

START ORGANIZING

FRIDAYS FOR FUTURE INTERNATIONAL GROUP LEVEL 2 > MANAGE EMAIL

CURRENTLY MANAGING EMAIL:

emailblast424

STATUS: CURRENTLY IN DRAFT

Join the 24hours on the 24th Fridaysforfuture Special

Edit & Send Refresh Targeting Duplicate Duplicate w/Exclude Edit Tags

Statistics Clicks View Email Targets Next Steps

Statistics

Opens -- Clicks --

Total Opens -- Total Clicks --

1:02 PM 4/1/2020

Acknowledgements and Additional Resources



Acknowledgements

We based much of the content in this training off [an organizer's handbook](#) produced by Marshall Ganz, the Leading Change Network, and the New Organizing Institute. We are deeply grateful for the work of these people and organizations, and their dedication to making their expertise public.



Additional Resources

In addition to the guidebook listed in the previous slide (highly recommend as a resource!), read about the work of the most famous community organizers, including **César Chávez**, **Saul Alinsky**, **Ella Baker**, and even **Barack Obama** (who was a community organizer in Chicago for several years right after college).

You can draw lots of inspiration from their lives and the strategies they employed!