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.
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.


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.

The 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.
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.
Repeating the email on a different date

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