

# Advocacy Digital Organizing Plan Template



## Proactive Digital Organizing Strategy

- ✓ Raises awareness of issues
- ✓ Creates a drumbeat around key points in the legislative cycle
- ✓ Prepares advocates for action



## Reactive Organizing Digital Strategy

- ✓ Responds to key legislative moments
- ✓ Mobilizes advocates for immediate calls to action
- ✓ Builds on proactive strategy

## Introduction

Creating an advocacy digital organizing plan is a way to map out your mobilizing activities across your digital channels including your website, email lists, and social media channels.

An effective **proactive** digital organizing strategy will allow you maintain a steady drumbeat of *Think Babies* messages and engage key audiences in advocacy action during planned high-profile moments such as the beginning of legislative session, budget cycles, elections, report releases, and events. An effective **reactive** digital organizing strategy will allow you to respond nimbly to emerging opportunities and threats such as bill introductions, hearings, and current events.

This template is designed to help you articulate your digital mobilization goals and identify strategies and tactics that will advance those goals. The scale and scope of your digital organizing plan is entirely up to you. If you are newer to digital organizing, consider starting with a plan that is limited in scope and timeline. Starting small will give you the opportunity to learn what tactics are most effective with your constituency so that you are able to deploy your resources as impactfully and efficiently as possible.

## Advocacy Goals, Digital Objectives, and Metrics

What are your advocacy goals for your digital organizing activities? How can your digital channels help you achieve your advocacy goals? Outline objectives for digital organizing and think about the metrics or key performance indicators (KPIs) that will help determine progress towards the goal. Explicitly align your digital KPIs to your overall goals for the year. You can use results from past campaigns as a benchmark and set KPIs for this campaign accordingly. For each KPI, think about what you can measure, how it will be measured, and what will be meaningful to you when reflecting on the implementation of your plan. Use lessons learned to inform your efforts going forward.

### Example:

- Goal: Activate advocates to urge political leaders to make babies a priority in the state legislative session
  - Objective: Raise awareness about your policy priorities
    - KPIs: Visits to your website pages on these priorities, number of emails sent to advocates/actions taken, engagement metrics from social media channels
  - Objective: Increase the number of policymakers talking about infant-toddler issues
    - KPIs: Number of emails sent to policymakers
  - Objective: Grow your network of advocates
    - KPI: Increase in email sign ups, new followers, likes, etc. on social medial channels

## Timeframe

What is the timing for this digital organizing plan? Are there key dates within this timeframe (**Examples:** the beginning of legislative session, budget introductions, the release of an important report)?

## Targets and Audiences

Who do you need to reach to advance your goals? These should be as specific as possible. If you have multiple goals, you may have different targets and audiences for different goals.

- **Targets** are specific policymakers who must act in order for you to achieve your goals (**Example:** House budget chair)
- **Audiences** are specific groups of people who influence your targets and can be mobilized to help you achieve your advocacy goal (**Example:** Parents of children under three accessing child care, early childhood educators, partner advocacy organizations, etc.)

## Calls to Action

What do you want people to do? For proactive strategies, calls to action will be things that build your audience's awareness of the issues and lay the groundwork for rapid response mobilization when needed. For reactive strategy, calls to action will be things that are designed to have an immediate impact on the policymaking environment, such as voting on a piece of legislation. If you have multiple goals, you may have different calls to action for different goals.

- **Advocates-** *What do you want advocates to do? Examples include:*
  - Email or call a policymaker's office
  - Sign on to petition or sign on letter
  - Tweet at a policymaker
  - Engage their social media networks in an advocacy action
  - Provide public testimony

- Express support for legislation through written public comment, if applicable in your state
- Share their story by contributing to a story bank
- Sign up to receive updates
- Download a resource
- View a video

- **Policymakers-** *What do you want policymakers to do? Examples include:*

- Include your policy priorities in the budget
- Cosponsor legislation
- Vote for or against a piece of legislation

## Content and Editorial Calendar

As you outline your content, create an editorial calendar that considers things like timing of legislative deadlines, report releases, events, etc. and plans out content for each of your digital channels. While content should be consistent, understand how your audience uses each channel (for example, are they more willing to click to your website from an email or more active on Facebook) and how each of your digital channels can complement each other to achieve your objectives.

- **Email-** Map out the emails you will send during execution of this plan. For each planned email, identify to the extent possible:
  - **Timing:** When approximately will you send out the email?
  - **Call to action:** What do you need recipients to do? Is there a deadline for them to take this action?
  - **Content:** Outline any content you plan to include such as messaging, new resources, policy priorities, etc.
  - **Audience:** If you have more than one list of people that you email, who is the audience for this email?
  - **Metrics and benchmarks:** What indicates success? Are there benchmarks to support that?
- **Social media-** Map out the platforms that you intend to use and for each identify to the extent possible:
  - **Audience:** Who are we reaching with this platform? How do they relate to our priority audience?
  - **Call to action:** What does the target audience need to do on this platform?
  - **Cadence:** How often should we be reaching the target audience on this platform?
  - **Hashtags:** Are there hashtags that the target audience searches when using social media? Often in states the hashtag used by legislators is #[StateAbbreviation]leg.
  - **Paid ads opportunities:** Will paid ads make this effort successful on this platform?
  - **Partnership opportunities:** Can partnerships be leveraged on this platform? Should they be and how?
  - **Metrics and benchmarks:** What indicates success on this platform? Are there benchmarks to support that?
- **Website-** Map out changes to your website if applicable. This could mean posting a resource, updating priorities, adding information about upcoming events, etc.

*\*For more information on social media, see the Think Babies Social Media Glossary, Benchmarks & Best Practices.*