Unite, Inspire, Lead
Our Students, Our Union, Our Future

COM417
Action Network: Online Tools to Enhance Your Offline Organizing

Brian Young
Action Network
Indicate the NEA Strategic Goal and NEA Organizational Priority your session addresses:

- **NEA Strategic Goal**
  - Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

- **NEA Organizational Priority**
  - Early Career Educators
  - Every Student Succeeds Act (ESSA)
COMPETENCIES ADDRESS: ADVOCACY, COMMUNICATIONS, ORGANIZING

• ADVOCACY: Engages Community
  – Level 2 Mobilizing/Power Building & Level 3 Agenda Driving

• COMMUNICATIONS: Use current media
  – All Levels

• ORGANIZING: Engages in Collective Action
  – All Levels
Online organizing tools like you've never seen them before.

Fully featured. A gorgeous interface that's a joy to use. Build lists of activists and work with your allies online easily. And did we mention free to individuals and small groups?

Sign up for your free Action Network account now

- Free to individuals and small groups
- Fully featured, with fundraising and a mass maller
- Simple to use, no training required
- Collaborate with allies on joint actions easily
- You own your data — we won't email your activists
- We're a nonprofit and only work with progressives

LEARN MORE →
Create an action or an email for this group. Activists who take action on these pages will be added to the group's email list. As a group administrator, you can manage any action created by any group organizer or administrator, as well as access the group's email list.

<table>
<thead>
<tr>
<th>Size of email list</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>New in last week</td>
<td>0</td>
</tr>
</tbody>
</table>
Support Education Budget

Select Your Target List *

- U.S. Congress (Senate and House of Representatives)
- U.S. Senate
- U.S. House of Representatives
- U.S. Governors
- U.S. State Legislatures (upper and lower houses)
- U.S. State Legislatures (upper house)
- U.S. State Legislatures (lower house)

Letter Campaign by

Sponsored by
Support Education Budget

We need to show our legislators that we support a strong education budget. When you write your letter, please be polite and clear, showing them that:

Encourage activists to keep their letter to these targets short and to the point, and give them talking points they can use to craft a personal message.

10,000 Letters Sent
Only 50,000 more until our goal of 100,000

Select Targets
0 Targets Selected

Write To Targets

Your Letter
Primary Letter
Default subject (optional)

Default message activists will send (optional)

Sponsored by

Bring Music to Brattleboro
Ira Town of, VT

Save & Preview https://actionnetwork.org/letters/731d5dd0
Save & Add Version Save and go to next step
Select specific targets from universe

Select targets from the "U.S. State Legislatures (upper and lower houses)" target list

- Albert Pearce, State Representative - Republican - Vermont Franklin-5 State House district
- Alyson Eastman, State Representative - Independent - Vermont Addison-Rutland State House district
- Anne B. Donahue, State Representative - Republican - Vermont Washington-1 State House district
- Barbara Murphy, State Representative - Independent - Vermont Franklin-2 State House district

Search for targets to add
- Add
- Add All
- Clear All

Select by Party
- Add All Democrats
- Add All Republicans
- Add All Independents/Other

Select by State
- Search by state
- Add States
Add new letter versions if needed

Full documentation and tutorial videos are available here.

Save & Add Version  Save and go to next step

Get In Touch
Draft thank you message & publish

Thanks for your support.
Help us meet our goal by spreading the word about this action using the tools on this page.

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String Music to Brattleboro
Vra Town of Vermont

Thanks! You made a real difference

Save & Preview: https://actionnetwork.org/letters/731d5dd0
Create email to push people to campaign

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>PEOPLE</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREATE PETITION</td>
<td>CREATE EMAIL</td>
<td>TAGS</td>
</tr>
<tr>
<td>CREATE EVENT</td>
<td>CREATE REPORT</td>
<td>QUESTIONS &amp; CUSTOM FIELDS</td>
</tr>
<tr>
<td>CREATE TICKETED EVENT</td>
<td>CREATE QUERY</td>
<td>CUSTOM TARGETS</td>
</tr>
<tr>
<td>CREATE FORM</td>
<td>SEARCH &amp; ADD ACTIVISTS</td>
<td>EMAIL WRAPPERS</td>
</tr>
<tr>
<td>CREATE LETTER CAMPAIGN</td>
<td>UPLOAD ACTIVISTS</td>
<td>PAGE WRAPPERS</td>
</tr>
<tr>
<td>CREATE FUNDRAISER</td>
<td></td>
<td>API &amp; SYNC</td>
</tr>
<tr>
<td>ADD FILES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CREATE GROUP</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Result: None

2017 NEA National Leadership Summit | February 24-26, 2017
Compose email, test subject lines if desired

Subject: Save the Education Budget
Tell Your Legislator to Support Education
From: Pat Doe
Reply To: pat@doe.com

Hello {{ FirstName | default: 'Friend' }},

Please, write a letter to (https://actionnetwork.org/paste-your-letter-campaign-url-here | letter){{ LetterFileName }},
# Personalize Content of Email

## Fundraising Information
- **Highest Previous Contribution**
- **Pre-filled Donation Amount Link**
- **Pre-filled Recurring Donation and Amount Link**

## Quick Donate Links

## Letter Campaign Target Information
- **Title + full name**
- **Full name**
- **First Name**
- **Last Name**
- **Him/her/them**
- **He/she/they**
- **His/her/their**
- **His/hers/their**
- **Singular/plural language**
- **Is/are**
- **Isn't/aren't**
- **Has/have**
- **Hasn't/haven't**
- **Does/do**
- **Doesn't/don't**
- **Was/were**
- **Wasn't/weren't**
- **District**
- **Call Ask**
- **Phone Number**

## Event Campaign Information
- **Nearest Event Details**
- **Nearest Event Title**
- **Nearest Event Schedule**
- **Nearest Event Date**
- **Nearest Event Time**
Target Blast Email for Constituents of Targets

Click to make your selections...

**Letter Campaign Targets**

Select a letter campaign

**Language**

Click to make your selections...
Schedule Email or Send Right Away
Syndicate Package to Locals or Other Groups
Create Syndication Package

Create A Syndication Package

Budget Campaign March 2017

Select Groups

No groups are selected. Use the controls below to add some.

Find Groups To Add

Add

Add All

Clear All

Syndication packages are an email and/or a page that you send to selected groups in your network as a template. Receiving groups will be able to edit or publish/send any actions or emails you give them.

Set your syndication settings on this page -- the title, which groups you want to receive the package, and the message we will send them from you explaining the package. After you save you will be able to choose an email and/or page to use as templates for syndication.
Select Email for Syndication Package

Budget Campaign Feb2017

Select and Edit Email

Status: Currently In Draft

Sponsored by

Select and Edit Email

Select and Edit Email

Save the Education Budget

Select and Edit Email
[Click "Save & Syndicate" to finish setting up your email]
Select Letter Campaign for Syndication Package
Save Letter Campaign into Package

Create A Letter Campaign: Test Letters 2_3

Thanks for your support.

Help us meet our goal by spreading the word about this action using the tools on this page.

Sponsored by:
- Bring Music to Brattleboro
- Ira Town of Vermont

Share This Action

- Like
- Tweet
- +1

Direct Link:
http://actionnetwork.org/url

Email A Friend

Subject: [subject goes here]
Body: [body goes here]

Save & Syndicate
Local Group Alerted to Syndication Package

Status: Live

Email & Action Statistics

Email List Size / Week
Local Group Can Publish to Own Membership

Currently Managing Group:

**Bring Music to Putney** +
Part of the Music Network

View Group  Edit Group  Unpublish Group

Status: Live

Syndication Packages

Budget Campaign Feb2017

- From Bring Music to Brattleboro
- Received on February 03, 2017 at 9:24 AM Eastern
-Mark as Read

We need to create momentum for our ideas
FOR MORE INFORMATION, CONTACT:
ROBYN SWIRLING, NEA
rswirling@nea.org

BRIAN YOUNG
EXECUTIVE DIRECTOR, ACTION NETWORK
brian@actionnetwork.org
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – Position your organization as leader on education policy
  – Engage membership continuously
  – Identify leaders among membership
Action Network: Online Tools to Enhance Your Offline Organizing

• Please complete the evaluation for this breakout session!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment