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

Digital Organizing for Campaigns that Win

Tammy L. Berlin
NEA Strategic Goal and Organizational Priorities:

• **NEA Strategic Goal**
  
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  
  – Strategic Goal 2: Empowered Educators for Successful Students

• **NEA Organizational Priority**
  
  – Early Career Educators
NEA LEADERSHIP COMPETENCY: ORGANIZING

• **NEA Leadership Competency progression levels**
  – Level 2: Develops a successful campaign using organizing skills to engage members in key issues
  – Level 1: Engages different and diverse audiences in the community to identify common issues
  – Level 1: Analyzes and compiles reliable research data to formulate organizing strategies
  – Level 2: Rallies others around key organizing opportunities by appealing to member passions and interests

• **NEA Leadership Competency themes**
  – Utilizes organizing best practices
  – Builds meaningful community partnerships
  – Makes strategic plans that rely on data and analysis
  – Engages in collective action to identify and address pivotal issues
Overview:

- Campaign Basics
  - List building
    - Petitions
    - Opt ins
  - Messaging and communications
    - Websites / Landing pages
    - Video / Podcasting
    - Email / direct messaging
    - Memes
  - Mobilization
    - Surveys
    - Events
    - Testimonies / Tell Your Story Pages
    - Spreading the Word
- Tools and resources
What does digital organizing currently look like in your local / state?
Campaign Basics

ORGANIZE!
List Building

• How many people are on your contact list?
• How many people do you need to engage in order to achieve your goal?
Petitions

- Petition hosting sites
- Google forms
- Action Network
Opt-ins

• Website sign ups
• Facebook sign ups
• QR Codes
• Text alert sign ups

BEWARE OF DO NOT CALL and OPT OUT REGULATIONS!
Messaging and Communications
Communication is Key: Messaging Tips

- Appeal to values
- Focus on the outcome
- Identify the solution you seek
- Be brief
- Be clear
- Be inclusive
- Simple, yet striking image
Images

- Pension jar
- Three people in green shirts with text: "I Teach Confidence"
Websites & Landing Pages

Make sure you have

• Theory of change
• Campaign updates
• Calls to action
• Sign ups / Opt ins

www.reclaimourschools.org
Videos & Podcasts

- Great for longer messages and information that people don’t want to read
- KEEP THEM BRIEF! 2 minute rule
- [https://www.youtube.com/watch?v=RXKwJ0d5lyQ](https://www.youtube.com/watch?v=RXKwJ0d5lyQ)
Email & Direct Messaging

- Clear, Dynamic Subject lines
- Short & to the point: Headlines
- Get your ask in early
- Keep it above the fold!
- Track and use your data
Memes

“It isn’t the answer anymore…”

...it is the question!”

- Minimal text
- Powerfully concise statements
- Clear fonts
- Dynamic images

www.canva.com
Mobilization

ACT NOW
What are your activists willing to do?

We Don’t Stop when the Bell Rings!

Our Members
Don’t Stop
When the Bell Rings!

The impact you had on the school board through your work at the walk-ins and the rally was amazing! Let’s continue the momentum! We need YOUR help to convince Superintendent Donna Hargens to make sure that our students have the safe and well-staffed schools that they deserve!

Please click through to respond to a brief questionnaire to let us know how YOU want to get involved.

TOGETHER WE CAN MAKE A DIFFERENCE!

Sponsored by

JCTA, KY
West Buchel, KY

How will you get involved?

- Continue emailing Dr. Hargens and copying board members to tell them to Value Students and Educators.
- Continue gathering Stakeholder Letters of Support.
- Attend any future Code of Conduct Committee meetings that are scheduled during the summer.
- Attend a picket or demonstration at a school board meeting.
- Participate in another public action as needed.
- Spread the word on social media.

I will

- May 24
- June 14
- June 28
- July 26

2017 NEA National Leadership Summit | February 24-26, 2017
Events
June is the month in which the Superintendent receives her evaluation. We are preparing information to share with the school board regarding the Superintendent's performance and its effect on teaching and learning in JCPS. We'd like you to share any relevant information you have with us so that we can pass it along to the school board.

Please use the space to the right to type the information you want to share with us. If you would like to remain anonymous, please use the check box to indicate that, and we will withhold your identity.
Letter Campaigns

Tell Governor Bevin: FUND the KTRS ARC!

Last year, Kentucky legislators declined to take action to fully fund the Kentucky Teachers Retirement System, saying they needed to "study the problem" before they could decide what to do. Almost one year later, a study of the KTRS Funding Work Group has made its recommendations, but unfortunately because of the legislature's delay in providing funding, Kentucky's pension systems are now rated among the worst in the nation, and within the next 25 years, KTRS could potentially go bankrupt. Governor Matt Bevin has the power to change all of that by providing funding for the KTRS Actuarially Required Contribution (ARC) in the state's budget. Please contact him today, and tell him to make KTRS his highest budget level priority! #FUNDtheARC
Spread the Word!

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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[Image of logo]

Direct Link

http://actionnetwork.org/url

Email A Friend
Tools and Resources

- [www.ActionNetwork.org](http://www.ActionNetwork.org)
- [https://www.the-qrcode-generator.com/](https://www.the-qrcode-generator.com/)
- Facebook
- Twitter
- Snapchat
- Youtube
- iMovie

- Constant Contact
- Mail Chimp
- Hustle
- CallFire
- Survey Monkey
- Eventbrite
- Canva
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – Build / expand your contact list and recruit activists for your cause
  – Create appealing digitally based messaging for your content and communications
  – Mobilize your members to digitally take action for your cause
• Please complete the evaluation for this breakout session!

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