

Online Campaigns: The Basics

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June 5, 2008

Online Campaigns: The Basics

Eric Squair

Online Campaign Coordinator



MAKE POVERTY HISTORY

Web Manager

GREENPEACE

Online Campaigns: The Basics

Good news:

Online campaigning is a communications challenge,
not a technological challenge.

Online Campaigns: The Basics

Bad news:

Online campaigning is a communications challenge,
not a technological challenge.

Online Campaigns: The Basics

Key learnings:

I. Campaigning online is a communications challenge, *not* a technological challenge.

Online Campaigns: The Basics

Key learnings:

1. Campaigning online is a communications challenge, *not* a technological challenge.
2. Web 2.0 is made by and for people.

Online Campaigns: The Basics

Key learnings:

1. Campaigning online is a communications challenge, *not* a technological challenge.
2. Web 2.0 is made by and for people.
3. 'Best list wins': create, engage and grow your list.

Online Campaigns: The Basics

Key learnings:

1. Campaigning online is a communications challenge, *not* a technological challenge.
2. Web 2.0 is made by and for people.
3. 'Best list wins': create, engage and grow your list.
4. Choose wisely from the low hanging fruit.

Online Campaigns: The Basics

What we are going to cover:

Communicating your campaign online
Campaign website basics
List engagement basics
'Everything else'

Online Campaigns: The Basics

What we are not going to cover:

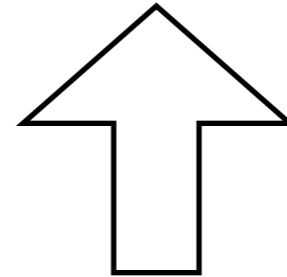
Online fundraising

Volunteer engagement online

Online Campaigns: The Basics

Assumptions:

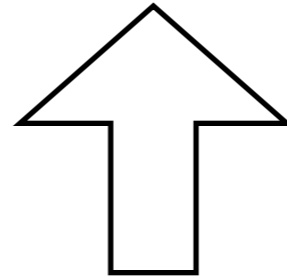
High expectations



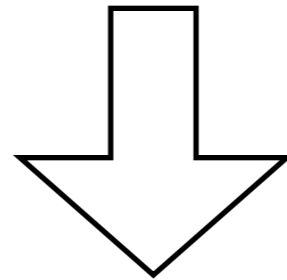
Online Campaigns: The Basics

Assumptions:

High expectations



Low resources



<http://www.echoditto.com/onlineteam> = 5 people:

Internet Director, Web Content Manager,
Online Organizer, Creative Director, Web Developer,
Database Administrator

Online Campaigns: The Basics

Communicating your campaign online

Online Campaigns: The Basics

Communicating your campaign online

As in any communications effort:
know your audience and meet them where
they already are.

Online Campaigns: The Basics

Communicating your campaign online

Online campaigns are:

- Open and Adoptable

Online Campaigns: The Basics

Communicating your campaign online

Don't just preach to the choir..

Online Campaigns: The Basics

Communicating your campaign online

Don't just preach to the choir..

Arm the choir:

Give your supporters a simple message, and the tools to spread it. Let them evangelize for you.

Online Campaigns: The Basics



[greenmyapple.com]

ProCreate your own



help us make Apple green

Want to wear the hip new GreenMyApple T-shirts? Well get started on designing one. Chances are, if you've got a Mac you've got some creative talent. Talent you want to use for good, not evil. Use your Mac to make Macs better. Design a sticker. Then put a sticker on your Mac. Put a sticker on your friend's Mac. Put a sticker on your friend.

- Design a campaign poster or [t-shirt](#).
- Use our [footage to make a video](#) about the issue.
- Grab a [Green My Apple](#) logo here.
- Repurpose some of our [images from the e-waste dumps in Asia](#).
- Create an alternative Steve Jobs speech.
- Make an alternative Apple ad.

If you want to send us something, publish it and [send us the link](#). (Publish it on a .mac address and you get IP address IP (Irony Points): !). We're [featuring the best designs](#) and [ideas](#). But some of them we'll only share with you first by e-mail, so be sure to [sign up](#).

So what are you waiting for?

[sign up](#)

Online Campaigns: The Basics

Communicating your campaign online

Online campaigns are:

- Open and Adoptable
- Opportunistic

Online Campaigns: The Basics

Communicating your campaign online

They take advantage of a high
information/enthusiasm ratio

Online Campaigns: The Basics



Marry An American



**LADIES AND GENTLEMEN,
DROP YOUR BORDERS**

Now that George W. Bush has been officially elected, single, sexy, American liberals - already a threatened species - will be desperate to escape.

These lonely, afraid (did we mention really hot?) progressives will need a safe haven.

You can help. Open your heart, and your home. Marry an American. Legions of Canadians have already pledged to sacrifice their singlehood to save our southern neighbours from four more years of cowboy conservatism.

[Marry an American >>](#)

Take the pledge!

Tell a friend!



I*heart*trees1985

Occupation:
Full-time liberal arts major / part-time tree hugger
[View profile...](#)



LeTigreRocks69

Occupation:
starving musician/record store clerk, indie music snob
[View profile...](#)

[Take the pledge](#) | [Hook me up!](#) | [View pledges](#) | [View profiles](#) | [Spread this](#) | [About](#) | [Privacy policy](#) | [Home](#)

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@squair.ca

Online Campaigns: The Basics

Communicating your campaign online

Online campaigns are:

- Open and Adoptable
- Opportunistic
- A call to action!

Online Campaigns: The Basics

Communicating your campaign online

First rule of organizing: ask people to *do* something

Move people up a ladder of engagement

Online Campaigns: The Basics

Communicating your campaign online

First rule of organizing: ask people to *do* something

Move people up a ladder of engagement

Report back on results (especially success) so people don't feel alone or that their contribution was wasted

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Communicating your campaign online

The Better Aid bill has passed



it's time to say 'Thank you'

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Communicating your campaign online

Congrats Canada!

Submitted by Katie Omstead (not verified) on May 29, 2008 - 8:51pm.

Congrats to everyone who pushed to make this happen! This shows that every single person can make a positive difference. Let's not forget to continue working hard to MAKE POVERTY HISTORY!

No - I insist - Thank YOU!

Submitted by Sherry Kozak (not verified) on May 11, 2008 - 9:56pm.

It's so important to recognize our successes in the long haul to change the world, and so seldom done. Not only is Make Poverty History effective in rallying together the people who support positive change and creating an effective voice, but also modeling good citizenship - Say thank you when someone has done something nice. Keep it up!

Thank you

Submitted by Tracey (not verified) on May 10, 2008 - 6:44pm.

Thank you once again I'm looking forward to receiving all of the updates and that I'm proud to be a supporter of this new bill.

THANK YOU THANK YOU THANK YOU for making me part of this!

Sincerely,

Tracey

Eric Squair | eric@squair.ca

Online Campaigns: The Basics

Communicating your campaign online

Reality check: do you have a campaign?

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Communicating your campaign online

savetheinternet.com - intro video



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Communicating your campaign online

Further reading:

www.agoodmanonline.com/newsletter



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Online Campaigns: The Basics

Communicating your campaign online

Further reading:

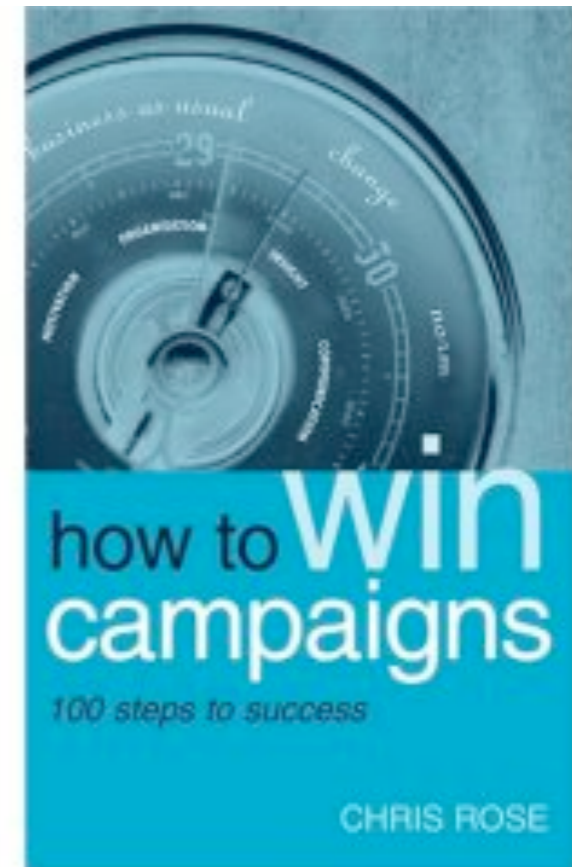
How to Win Campaigns

- 100 Steps to Success

Chris Rose, Earthscan, 2005

www.campaignstrategy.org

‘modest suggestions for anyone trying to save the world’



Online Campaigns: The Basics

Communicating your campaign online

Questions?

Online Campaigns: The Basics

Campaign website basics

Online campaigns =
open+adoptable,
opportunistic and
a call to action.

Online Campaigns: The Basics

Campaign website basics

Content should be simple, compelling and presented graphically

The internet is made by people!

Don't just preach to the choir..

Usability is your friend

Online Campaigns: The Basics

Campaign website basics

Basics:

- Simple: no jargon or TLAs

Online Campaigns: The Basics

Campaign website basics

Basics:

- Simple: no jargon or TLAs

“Short words are best, and the old words are best of all”

Online Campaigns: The Basics

Campaign website basics

Basics of content:

- No jargon or TLAs
- Compelling



Why is Canada planting genetically engineered trees and calling it 'testing'?

Have you ever had to contain a raging wildfire in a forest? Our guess is probably not, but you can certainly imagine how fast fire can spread through a dry spruce forest. Now imagine trying to contain the tiny dust that is spruce pollen, which can travel 3000km on the winds. Now imagine that the spruce trees - and thus the pollen they are spreading - has been genetically modified, and you really don't know what the effects on the environment will be.

► [Read More](#)

Online Campaigns: The Basics


Campaign website basics

Basics of content:

- No jargon or TLAs
- Compelling

Genetically engineered Trees

▶ Print ▶ Send to a friend



The detrimental effects of genetically engineered crops on the environment are well known, but the potential for even greater harm is posed by GE trees, which because of their long lifespans and widespread propagation could be as great a danger as clearcutting.

But despite the severe warnings from scientists of the threat to wildlife, biodiversity and ecosystems, Canada continues to permit field tests of transgenic forest trees. The fear is that these tests are just a prelude to the commercialization of GE trees, which could be catastrophic for the environment.

Spruce is one of the species of trees that is being genetically engineered.

Online Campaigns: The Basics

Campaign website basics

“Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart...”

Online Campaigns: The Basics

Campaign website basics

“Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart.

If you want to connect with your audience, tell them a story.”

- Andy Goodman

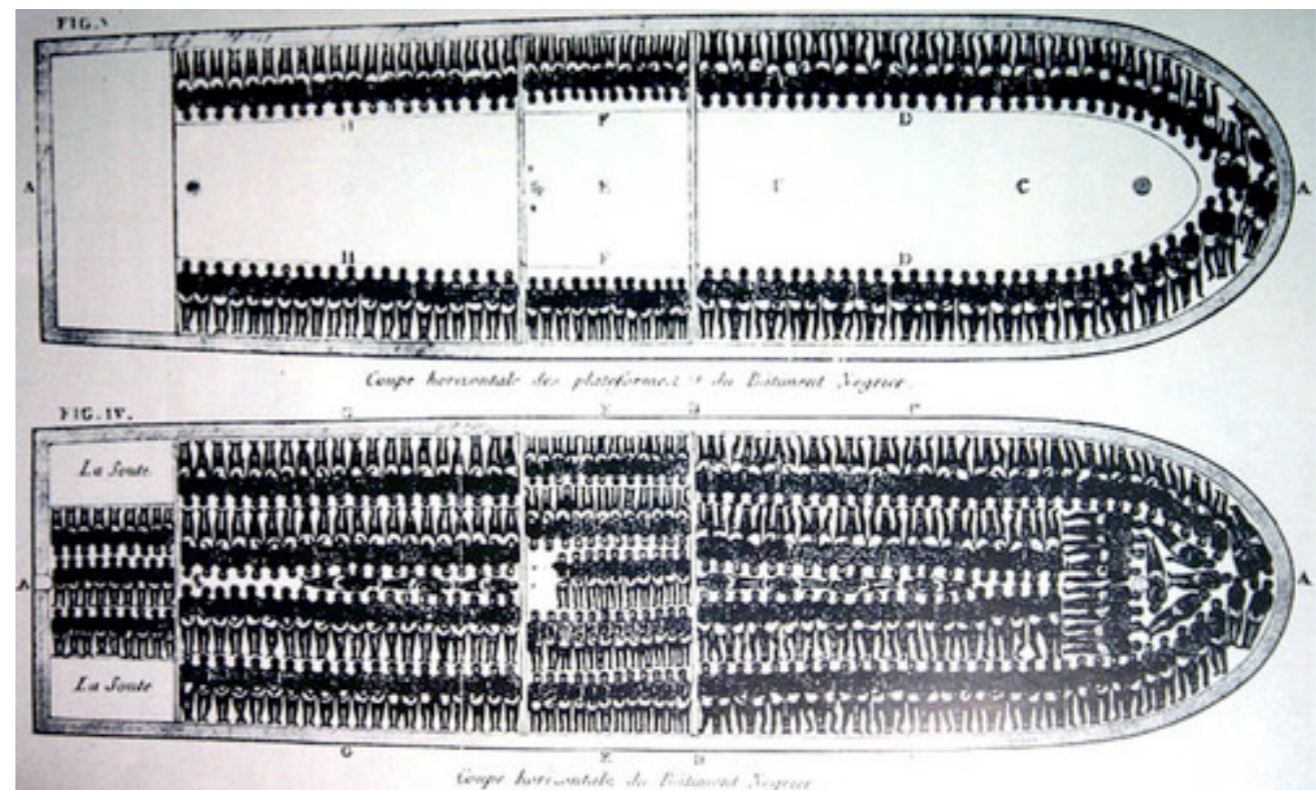
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Online Campaigns: The Basics

Campaign website basics

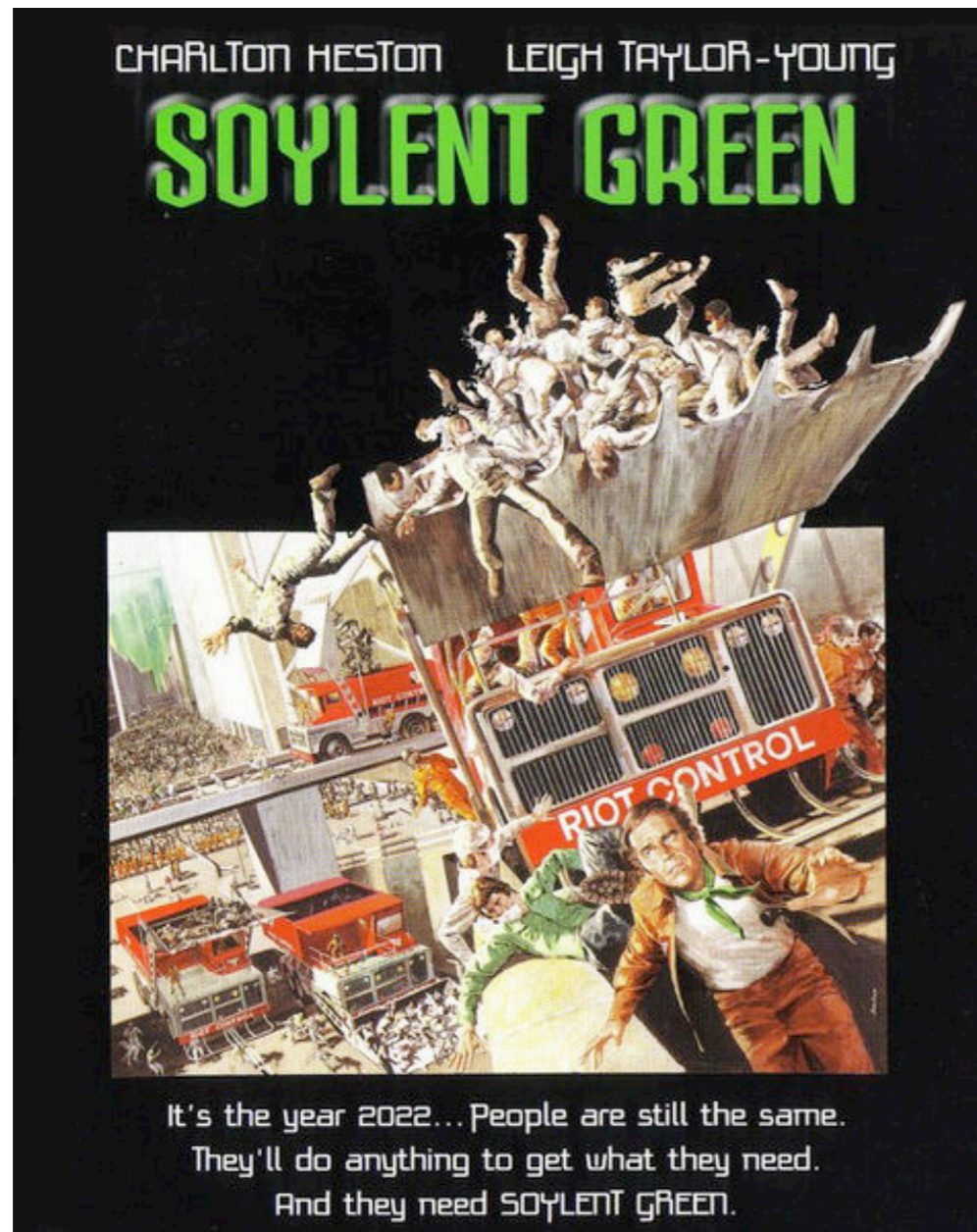
Basics of content:

- No jargon or TLAs
- Compelling
- Graphic



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Campaign website basics



Web 2.0 is made by people!

Eric Squair | eric@squair.ca

Online Campaigns: The Basics

Campaign website basics

Web 2.0 is made by people!

Web content is created by people, for people.
Your message is competing with others that are written in a direct , simple and non-boring way.

Online Campaigns: The Basics

Campaign website basics

Web 2.0 is made by people!

Web content is created by people, for people.
Your message is competing with others that are written in a direct , simple and non-boring way.

You can't afford to be boring!

Online Campaigns: The Basics

Campaign website basics

Tone is conversational, not slang or personal, but written *by* a person, *for* a person.

Online Campaigns: The Basics

Campaign website basics

Tone is conversational, not slang or personal, but written *by* a person, *for* a person.

Think: letter to a friend or leaning over a cubicle wall and telling somebody something.

Online Campaigns: The Basics

Campaign website basics

Tone is conversational, not slang or personal, but written *by* a person, *for* a person.

Think: letter to a friend or leaning over a cubicle wall and telling somebody something.

Good example: avaaz.org

Online Campaigns: The Basics

ROME SUMMIT: STOP THE FOOD CRISIS



The United Nations is convening an emergency summit of world leaders in Rome this week to address the skyrocketing world food crisis. There is a real danger that rich country leaders will push half measures and band-aid solutions – we need a huge global outcry to demand rapid, massive, coordinated action.

The head of the UN, Secretary-General Ban Ki Moon, will receive our petition at the summit at 9:30AM on Wednesday morning. This is a huge opportunity for our voice to reach our leaders directly, but we need half a million voices heard. Sign the petition below, and watch the video appeal at right from the Foreign Minister of Sierra Leone, one of the world's worst hit nations.

READ MORE! »

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Home ▶
About Us ▶
Location & Hours ▶
Customer Comments ▶
Our Menu ▶



Mother's Dumplings
79 Huron Street 媽媽餃子館

North-East China Cuisine from Shenyang to Toronto.

Rated best \$5 lunch by NOW magazine.
Featured on CBC radio's Metro Morning.
Featured in the Globe and Mail.
Toronto Life says we have the city's finest boiled and steamed dumplings.

Home made dumplings, noodles and buns: Chinese comfort food.



Zhen's **mother** is the source of our recipes, seen on her birthday in 2005.



Zhen, owner and chef, is seen here visiting the Great Wall with Rick.



Rick, Zhen's other half, is a retired math teacher.

Our food is as close to home cooking as you can get, cooked on one of our two four element stoves.
Many customers say it feels like home.

Hours: 11 A.M. until around 11 P.M., 7 days a week.

Order cooked and eat in or take out.
Order frozen and take home to cook.

Our cozy atmosphere features eight tables seating up to six people per table.
We can accommodate parties of up to 16.

Please phone ahead to save time: (416) 217-2008

79 Huron Street
Just north of Dundas,
1 block east of Spadina,
1 block west of the Art Gallery of Ontario



CN Tower



Shenyang Tower

e-mail: zhen@mothersdumplings.com

Our delicious food comes from the recipes Zhen learned from her mother in Shenyang, China

Online Campaigns: The Basics

Campaign website basics

People don't read websites - they scan them for sections they want to read.

“F shaped reading pattern”

http://www.useit.com/alertbox/reading_pattern.html

Jakob Nielsen

Online Campaigns: The Basics

Campaign website basics

People don't read websites - they scan them for sections they want to read.

Get rid of the 'Wall of Text' presentation, or at least break it up with frequent headings and sub-headings.

Online Campaigns: The Basics

Home ▶

About Us ▶

Location & Hours ▶

Customer Comments ▶

Our Menu ▶



Mother's Dumplings
79 Huron Street 媽媽餃子館

North-East China Cuisine from Shenyang to Toronto.

Rated best \$5 lunch by NOW magazine.
Featured on CBC radio's Metro Morning.
Featured in the Globe and Mail.
Toronto Life says we have the city's finest boiled and steamed dumplings.

Home made dumplings, noodles and buns: Chinese comfort food.



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CN Tower



Shenyang Tower

e-mail: zhen@mothersdumplings.com

Our delicious food comes from the recipes Zhen learned from her mother in Shenyang, China

Online Campaigns: The Basics

Campaign website basics

Make sure you are arming the choir:

- Downloadable banners and buttons

Online Campaigns: The Basics

Campaign website basics

Make sure you are arming the choir:

- Downloadable banners and buttons
- 'Email this page' links

Online Campaigns: The Basics

Campaign website basics

Make sure you are arming the choir:

- Downloadable banners and buttons
- 'Email this page' links
- Things to share on social networking sites

Online Campaigns: The Basics

Campaign website basics

Make sure you are arming the choir:

- Downloadable banners and buttons
- 'Email this page' links
- Things to share on social networking sites
- Simple graphics to share



Online Campaigns: The Basics

Campaign website basics

Usability testing is key to a good website.

Online Campaigns: The Basics

Campaign website basics

Usability testing is key to a good website.

Sit down beside a user and watch while they perform common tasks you want visitors to be able to complete on your site.

ie. sign up for our email alerts, find our blog, submit a comment, make a donation

Online Campaigns: The Basics

Campaign website basics

Usability testing is key to a good website.

This book is excellent (and costs \$50.00)



Online Campaigns: The Basics

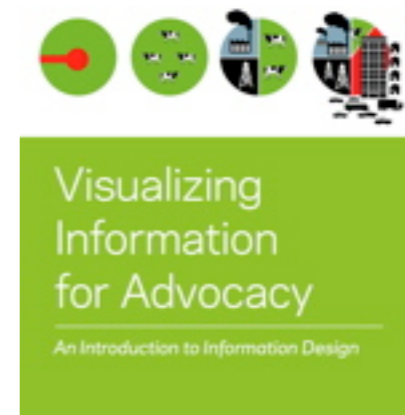
Campaign website basics

Don't Make Me Think
by Steve Krug
(did I mention it's only \$50?)



Cluetrain Manifesto
www.cluetrain.com

Visualizing Information for Advocacy
www.tacticaltech.org/infodesign



Online Campaigns: The Basics

Campaign website basics

Questions?

Online Campaigns: The Basics

List engagement basics

There is a saying in politics:
'The best list wins'

Online Campaigns: The Basics

List engagement basics

There is a saying in politics:
'The best list wins'

Campaigns that grow, manage and engage their list of supporters the most effectively will win.

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List engagement basics

Come up with an editorial process,
start an email list, make it easy to sign up.

Online Campaigns: The Basics

List engagement basics

Come up with an editorial process,
start an email list, make it easy to sign up.

Grow your list through calls to action on your
site, working with coalitions and referrals.

Online Campaigns: The Basics

List engagement basics

Come up with an editorial process,
start an email list, make it easy to sign up.

Grow your list through calls to action on your
site, working with coalitions and referrals.

Cultivate deep respect for your audience: don't
send them junk email.

Online Campaigns: The Basics

List engagement basics

Anatomy of an email, or 'How not to send junk'

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List engagement basics

Obsessive attention to subject lines!

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List engagement basics

Obsessive attention to subject lines!

Less than 50 characters

Local place names, or other relevant info

Split test if possible

Online Campaigns: The Basics

List engagement basics

Obsessive attention to subject lines!

Less than 50 characters

Local place names, or other relevant info

Split test if possible

Online Campaigns: The Basics

List engagement basics

Tone: informal, conversational: read it aloud to spot clunky passages.

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List engagement basics

One clear action ask that answers the questions

What effect will this action have?

Why me?

Why now?

Online Campaigns: The Basics

List engagement basics

Short and scannable: people make their decision to keep reading or move on VERY quickly.

Dear friends,

After decades of repression under Chinese rule, the Tibetan people's frustrations have burst onto the streets in protests and riots. With the spotlight of the upcoming Olympic Games now on China, **Tibetans are crying out to the world for change.**

The Chinese government has said that the protesters who have not yet surrendered "will be punished". Its **leaders are right now considering a crucial choice between escalating brutality or dialogue** that could determine the future of Tibet, and China.

We can affect this historic choice—China does care about its international reputation. China's President Hu Jintao needs to hear that the 'Made in China' brand and the upcoming Olympics in Beijing can succeed only if he makes the right choice. But it will take an avalanche of global people power to get his attention—and we need it in the next 48 hours.

The Tibetan Nobel peace prize winner and spiritual leader, **the Dalai Lama has called for restraint and dialogue: he needs the world's people to support him.** Click below now to **sign the petition**—and tell absolutely everyone you can right away—our goal is 1 million voices united for Tibet:

http://www.avaaz.org/en/tibet_end_the_violence/9.php

Tibetans have exploded onto the streets in frustration—call on China to respect human rights and enter dialogue with the Dalai Lama now:
[Sign the Petition!](#)

eric@squair.ca

Online Campaigns: The Basics

List engagement basics

Big Shiny Button: Something to draw the eye that says 'click here!'

[version française](#) | [online version here \(english\)](#)



MAKE POVERTY HISTORY.ca

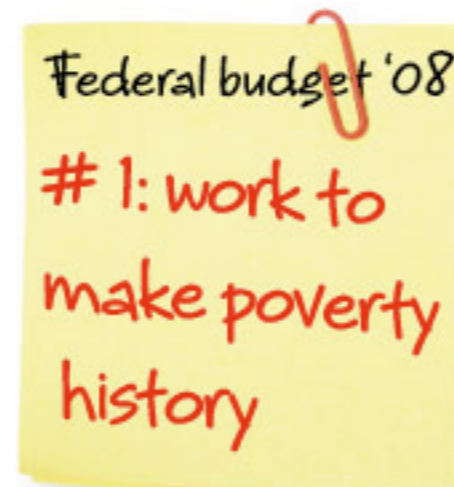
Dear Make Poverty History supporter,

The federal government is preparing the 2008 federal budget – and they want your input.

Last year the federal government had a \$14 billion surplus, so now is your opportunity to vote online to push for a budget that makes poverty history.

Find out how to send your message in three easy steps

Your actions can help to build the political pressure we need to get our government to commit to the fight against poverty, both at home and abroad. Don't let Canada sit on the sidelines again while other countries step up to the plate and commit to the global effort to combat AIDS, TB and Malaria. Don't let our government continue to turn a blind eye to Canadian child poverty and aboriginal poverty.



[Help now>>](#)

Eric Squair | eric@squair.ca

Online Campaigns: The Basics

List engagement basics

Big Shiny Button: Something to draw the eye that says 'click here!'

BUT be careful to ensure your message still works with the images turned off
(default in many email clients these days)

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List engagement basics

Easy to forward and (un)subscribe

Online Campaigns: The Basics

List engagement basics

Email is *from* someone

Thanks for your support.



Dennis Howlett
Coordinator, Make Poverty History

Online Campaigns: The Basics

List engagement basics

Follow up is important: people want to know what happened, and that their actions were not wasted. It's just polite.

Online Campaigns: The Basics

List engagement basics

Email costs. We pay to send emails to ensure they get past spam controls and to gain information on our readers preferences.
(click tracking)

Online Campaigns: The Basics

Further reading: The Gilbert Email Manifesto (from 2001!)

The Gilbert Email Manifesto (GEM)

By Michael C. Gilbert, April 10, 2001

Repeat after me: **"Email is more important than my web site!"**

I can't stand it any more. I've listened to too many four-hour workshops about online fundraising in which it's all about web sites, web sites, web sites. I've been to too many technical assistance sites that have class after class on web design. I've heard too many nonprofits obsess about their web sites.

I ask leaders of nonprofit organizations if they have an email strategy and their usual response is something on the order of "huh?" They are spending enormous amounts of money and staff time on their web sites and it's the rare exception that the organization even has enough of an email strategy to have a newsletter.

They are wasting their money. I'm serious.

Why is this happening? Is it because web sites are pretty and email is mostly text? Is it because people love graphic design? Is it because this is the approach that is pushed by the consulting firms? Or is it perhaps because thinking about email is a little more difficult, as it is a constantly moving target?

I don't know the reasons for sure, but I do know that something can be done.

I have been recommending "Three Rules of Email" to help nonprofit organizations develop a genuine Internet strategy and avoid being seduced by their own web presence:

Rule #1: Resources spent on email strategies are more valuable than the same resources spent on web strategies.

Rule #2: A web site built around an email strategy is more valuable than a web site that is built around itself.

Rule #3: Email oriented thinking will yield better strategic thinking overall.

Related Links

If you like this article, you may also be interested in:

Publication: [The Guide to Nonprofit Email](#)

Workshop: [Email Newsletter Marketing](#)

If you found this article interesting or helpful, please consider making a [donation to Nonprofit Online News](#). It will probably feel good!

Eric Squair | eric@squair.ca

Online Campaigns: The Basics

Further reading:

www.mailchimp.com/resources

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List engagement basics

Questions?

Online Campaigns: The Basics

Everything else

There are a lot of options out there when you are moving beyond the basics of website+email

Online Campaigns: The Basics



eric@squair.ca

Online Campaigns: The Basics

Everything else

There are a lot of options out there when you are moving beyond the basics of website+email.

It helps to ask **‘How is this better than concentrating on email list building?’**

Online Campaigns: The Basics

Everything else

Low hanging fruit:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Flickr logo, consisting of the word "flickr" in blue lowercase letters with a pink "r".

Online Campaigns: The Basics

Everything else

Low hanging fruit:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Flickr logo, with "flickr" in blue lowercase letters and a pink "r".

Higher: blogger outreach

The YouTube logo, with "You" in black and "Tube" in white on a red rounded rectangle, with the tagline "Broadcast Yourself" below it.

Online Campaigns: The Basics

Everything else

Worth it? (right now)



Second Life

twitter

SMS

Online Campaigns: The Basics

Everything else

Further reading:

[Go >](#)

[idealware](#) | [Home](#) | [Reports and Articles](#) | [Online Seminars](#) | [Donate](#) | [Blog](#) | [About Us](#)

> reports and articles

[Print Friendly Version](#)

Using Social Networking to Stop Genocide

by Ivan Boothe

In less than two years, The Genocide Intervention Network transformed itself from a small student group to a national non-profit. How did they do it? Among other methods, they used social media sites like MySpace, FaceBook, Flickr, and YouTube to reach the young people who are their core supporters.

[The Genocide Intervention Network](#) and its partner organization, [STAND: A Student Anti-Genocide Coalition](#), both began their life as on-campus student organizations. Now partners and leaders in the anti-genocide movement, STAND encompasses student groups at more than 300 colleges and 200 high schools, while GI-Net provides effective tools for all individuals to help stop genocide through advocacy and fundraising for civilian protection.

How did these organizations go from small student groups to national non-profits in less than two years? Among other methods, we reached out through online social networking websites - sites that promote connections and collaboration between people who share similar interests, geographical backgrounds or schools.

Our interest in social networking started mostly out of necessity. Students and young people have been at the forefront of the anti-genocide movement, and they also been some of the

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Online Campaigns: The Basics

Disclaimers:

As in Hollywood, no one knows anything.

Online Campaigns: The Basics

Disclaimers:

As in Hollywood, no one knows anything.

Best practices can be gleaned from the US elections - BUT they have very specific conditions.

Online Campaigns: The Basics

Key learnings:

1. Campaigning online is a communications challenge, *not* a technological challenge.
2. Web 2.0 is made by and for people.
3. 'Best list wins': create, engage and grow your list.
4. Choose wisely from the low hanging fruit.