

CollaborAction

How can technology help organizing?

Chris Cowperthwaite | Adel Boulazreg
20 March 2013



Welcome!

Please take a moment
and use your phone:

Text **ACTION**
to
647-694-0404



Digital Organizing: Apps & Approaches

Graphic design

Campaign Strategy

Database Admin

Social Media

Data Analytics

Website Design

Email Campaigns

Coding

Enterprise-grade, grassroots pricing



NationBuilder



MailChimp

 **surveygizmo**



Google Analytics

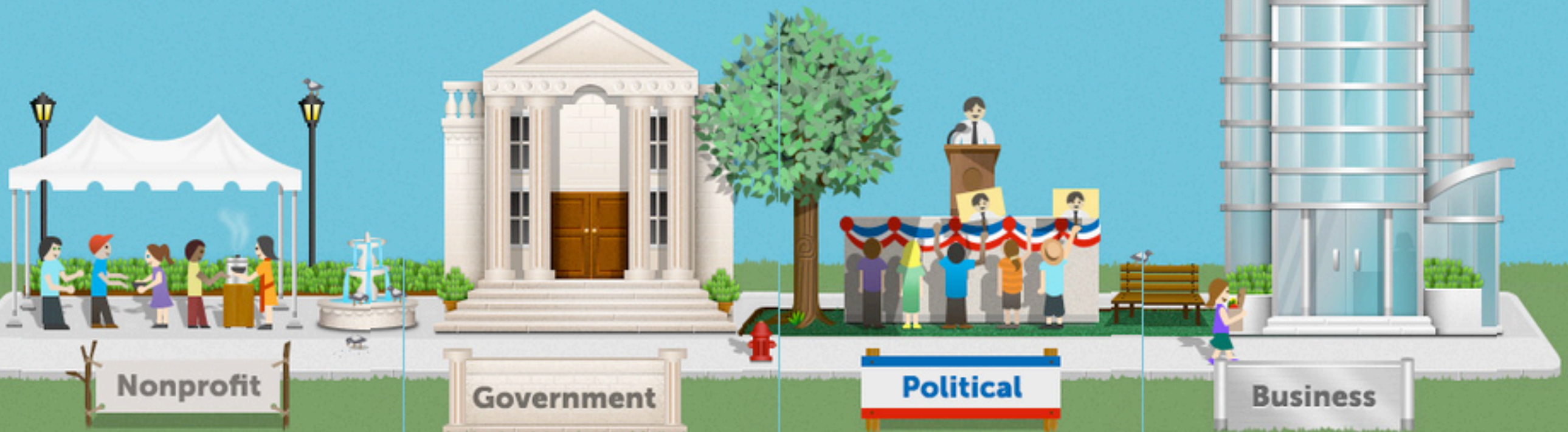


 **EVERNOTE**

NationBuilder - community organizing platform

What type of leader are you?

Select an Edition:



Community Building Software for every type of leader

Campaign home base



FRANÇAIS

SIGN UP FOR EMAIL UPDATES

JOIN US

FOLLOW-US

Like

Follow

HOME

ABOUT KATHLEEN

THE WAY FORWARD ▾

NEWS ▾

GET INVOLVED ▾

CONTACT



ACTION CENTRE



VOLUNTEER



DONATE

DONATE



Chris Cowperthwaite

Public profile

Sign out

558pts

Edit this page

WHAT'S NEW


Relationship management

https://nationbuilder.com

Reader

John Fullerton (Denver, CO)

Add background...



34 year old male 555-555-1212 · john@gmail.com · [Facebook message](#) · [Tweet](#)

Aspiring Sci-Fi author first, bassist/singer secondly.

id: 2 **nb:** [slowdive](#) **t:** [@slowdive](#) 44 [XK](#) **Networker** **f:** [Facebook profile](#)

Job: [Publishing assistant](#) **Recruiter:** [Jesse Haff](#) **Point person:** [Jim Gilliam](#)


[Phone](#) Last contacted by [Adam Douglas](#) 23 hours ago


August signup

Donor

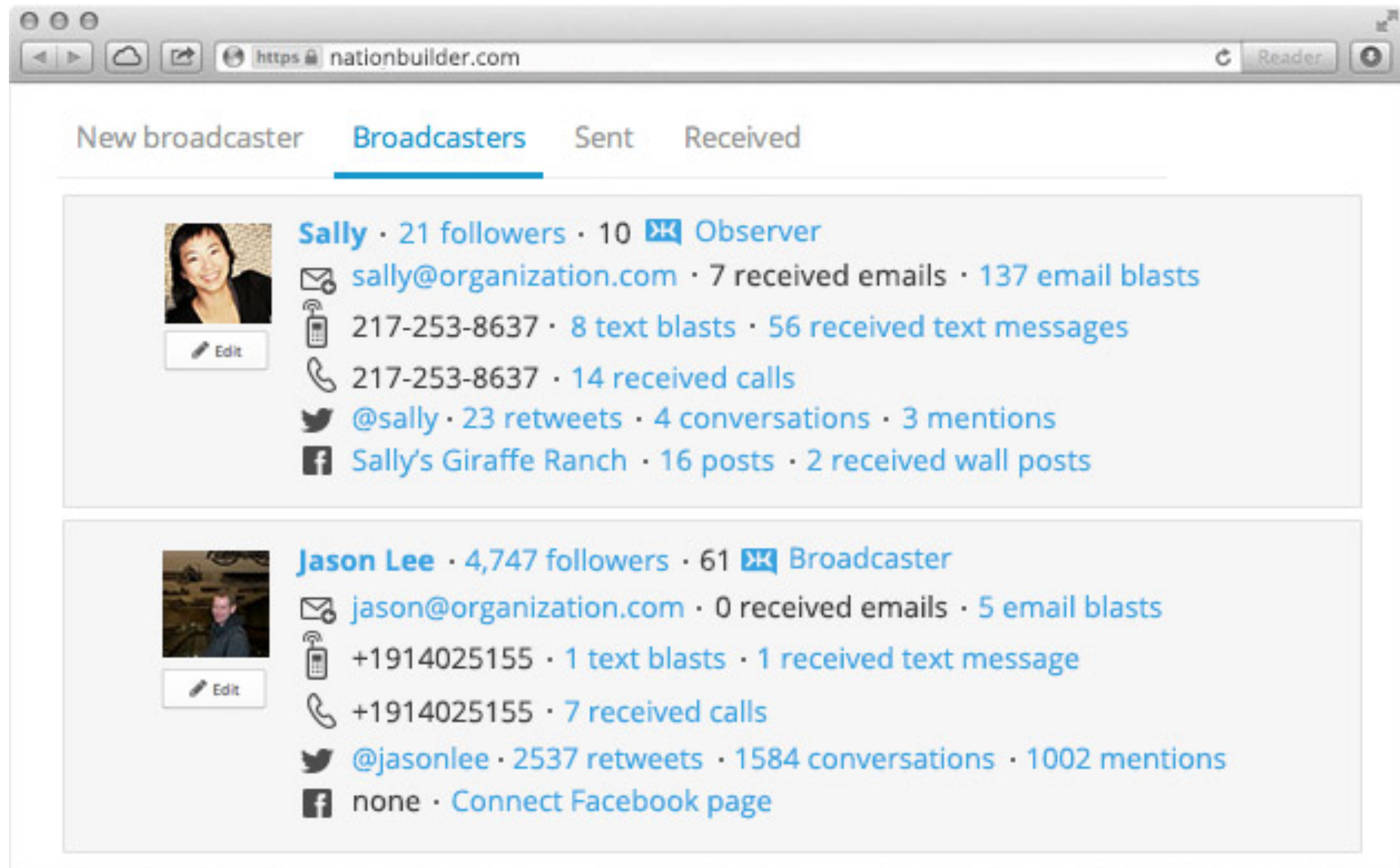
Outreach

<div>YES</div> <div>opted in</div>	<div>YES</div> <div>volunteering</div>	<div>\$4,885</div> <div>6 donations</div>	<div>\$8,195</div> <div>pledged</div>	<div>\$80</div> <div>of \$500 raised</div>
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 #20 [Most recruited signups this week](#)






 #16 [Most PC this week](#)


Broadcasting - email, texting, social media









The screenshot shows a web browser window with the address bar displaying "https://nationbuilder.com". The page has a navigation bar with four tabs: "New broadcaster", "Broadcasters" (which is selected and underlined), "Sent", and "Received". Below the navigation bar, there are two user profiles listed.

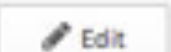
Sally · 21 followers · 10  Observer

-  sally@organization.com · 7 received emails · 137 email blasts
-  217-253-8637 · 8 text blasts · 56 received text messages
-  217-253-8637 · 14 received calls
-  [@sally](#) · 23 retweets · 4 conversations · 3 mentions
-  [Sally's Giraffe Ranch](#) · 16 posts · 2 received wall posts




Jason Lee · 4,747 followers · 61  Broadcaster

-  jason@organization.com · 0 received emails · 5 email blasts
-  +1914025155 · 1 text blasts · 1 received text message
-  +1914025155 · 7 received calls
-  [@jasonlee](#) · 2537 retweets · 1584 conversations · 1002 mentions
-  none · [Connect Facebook page](#)



Great customer support



Chris Cowperthwaite
32.50pc
Public profile - [Sign out](#)

[Upcoming events](#)

[Find friends](#)









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 How-to guides	 FAQ	 Theme docs	 Blog
 Ask a question	 Suggest a feature	 Our partners	 NationBuilder Live

A winning combo

- Data
- Communication
- Coordination



Illustration

Volunteer Management

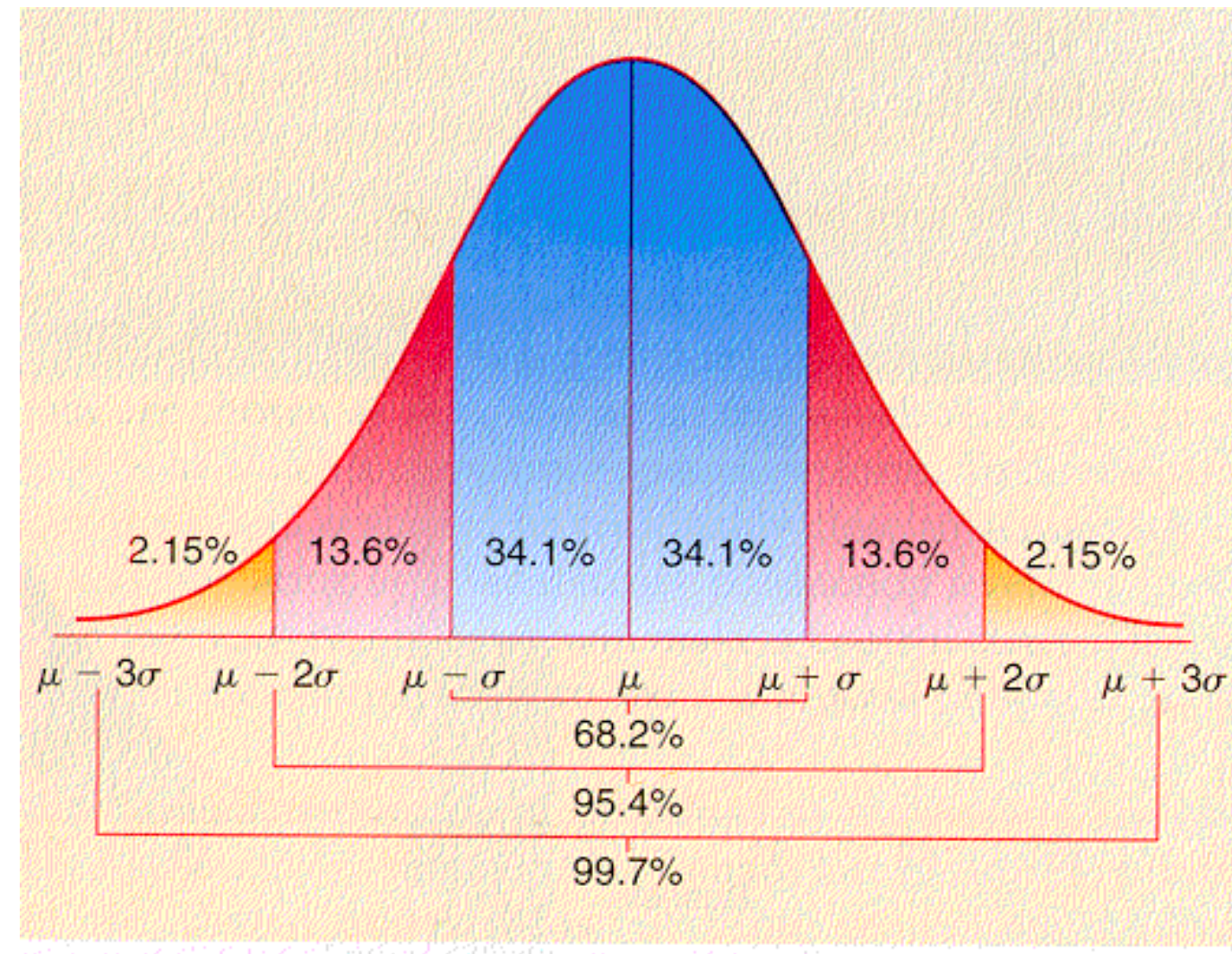
A. DATA

From the volunteer coordinator's perspective

B. COMMUNICATION

Data -> Communication

- Data from conversations
- Volunteer profiles, “Why I’m with Kathleen”
- New core volunteers



C. COORDINATION

Data (+ frustration) -> Coordination

- Volunteer recruitment through NationBuilder (NB)
- Creation of NB phone bank event
- New data

More Data -> Greater Coordination

- Analytics of NB phone bank data
- Two hour vs. three hour shifts
- Subject title line
- Translation into Leadership Election Meeting (LEM)



The Numbers

- LEM: Saturday January 12th
- 31 total phone bank volunteers
- 26 volunteers scheduled, 5 non-scheduled
- 15 volunteers on the phones at all times
- Campaign Leadership took notice



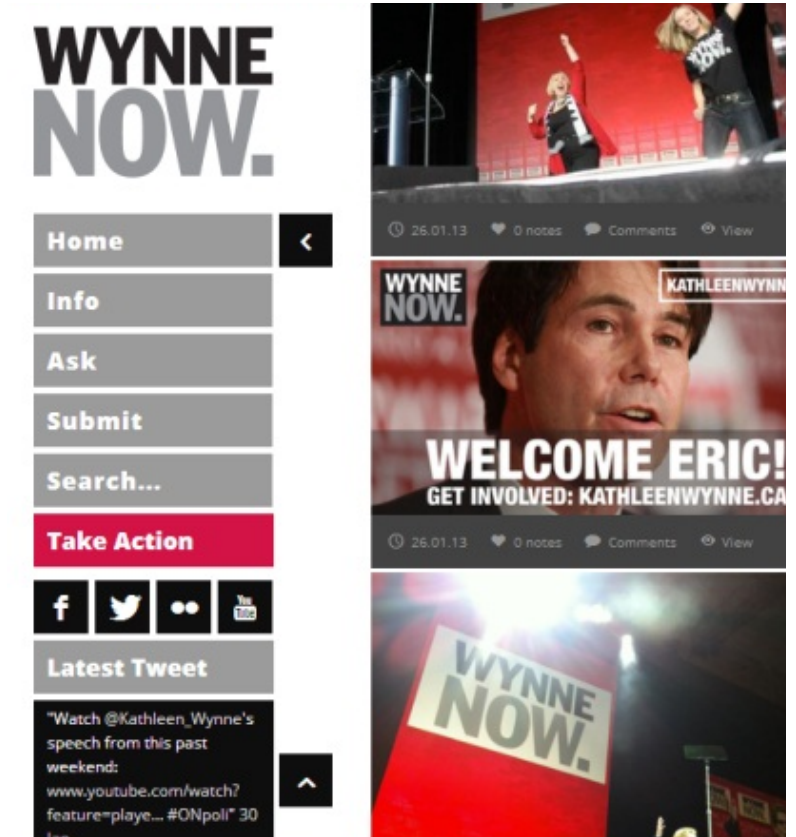


Illustration: **Digital Communications**

Questions & Discussion

A model for community organizing

- ➡ Develop the **platform**
- ➡ Gather the **skill sets**
- ➡ **Craft** great campaigns
- ➡ Build meaningful **relationships**
- ➡ **Analyze** data and adapt



Questions & Discussion

Thank You!

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and use
your phone.

