CollaborAction

How can technology help organizing?

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Building BLOCKS

Create possibility where you live!

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

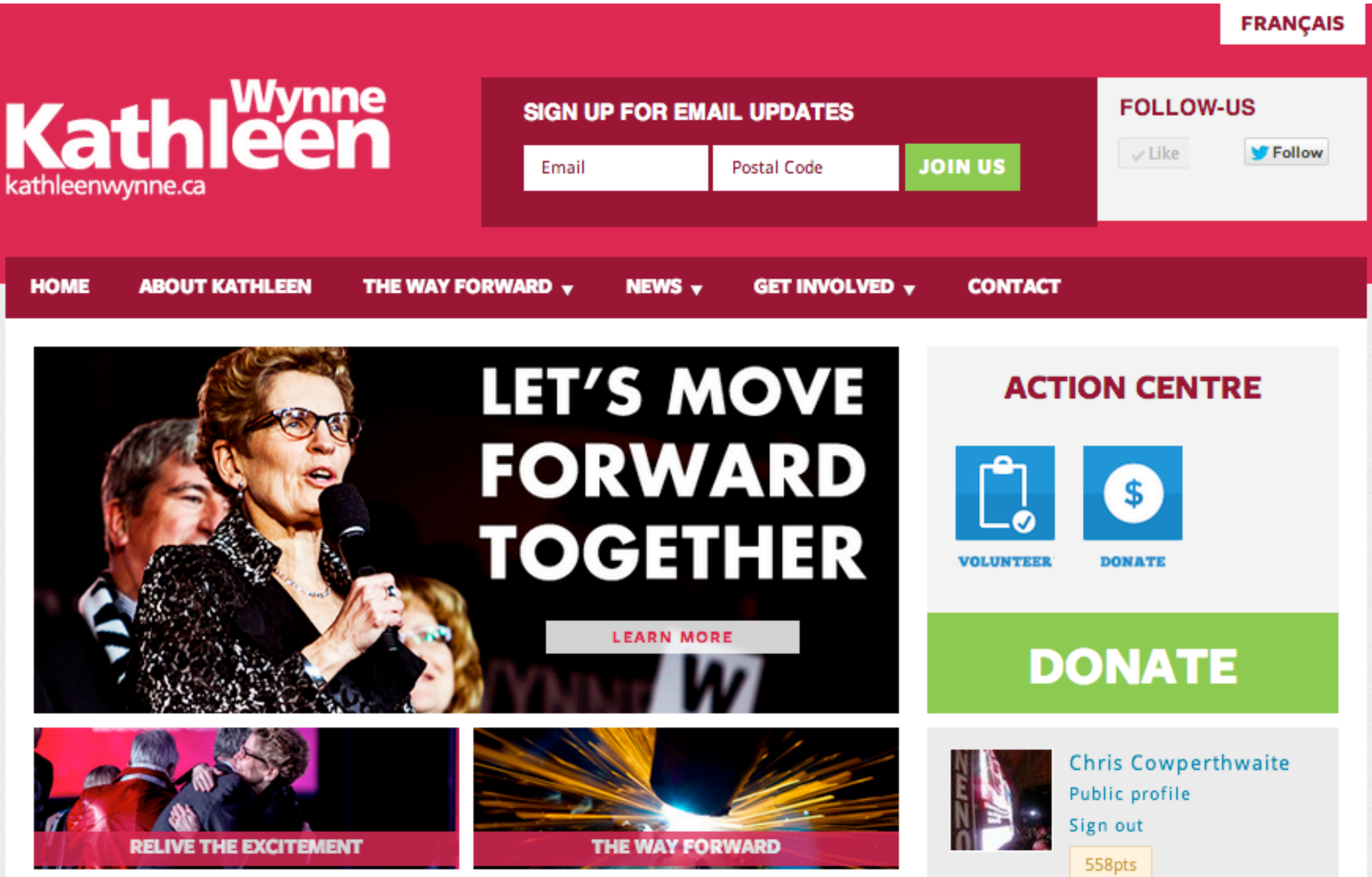
hootsuite™
Social Media Management

Google Analytics

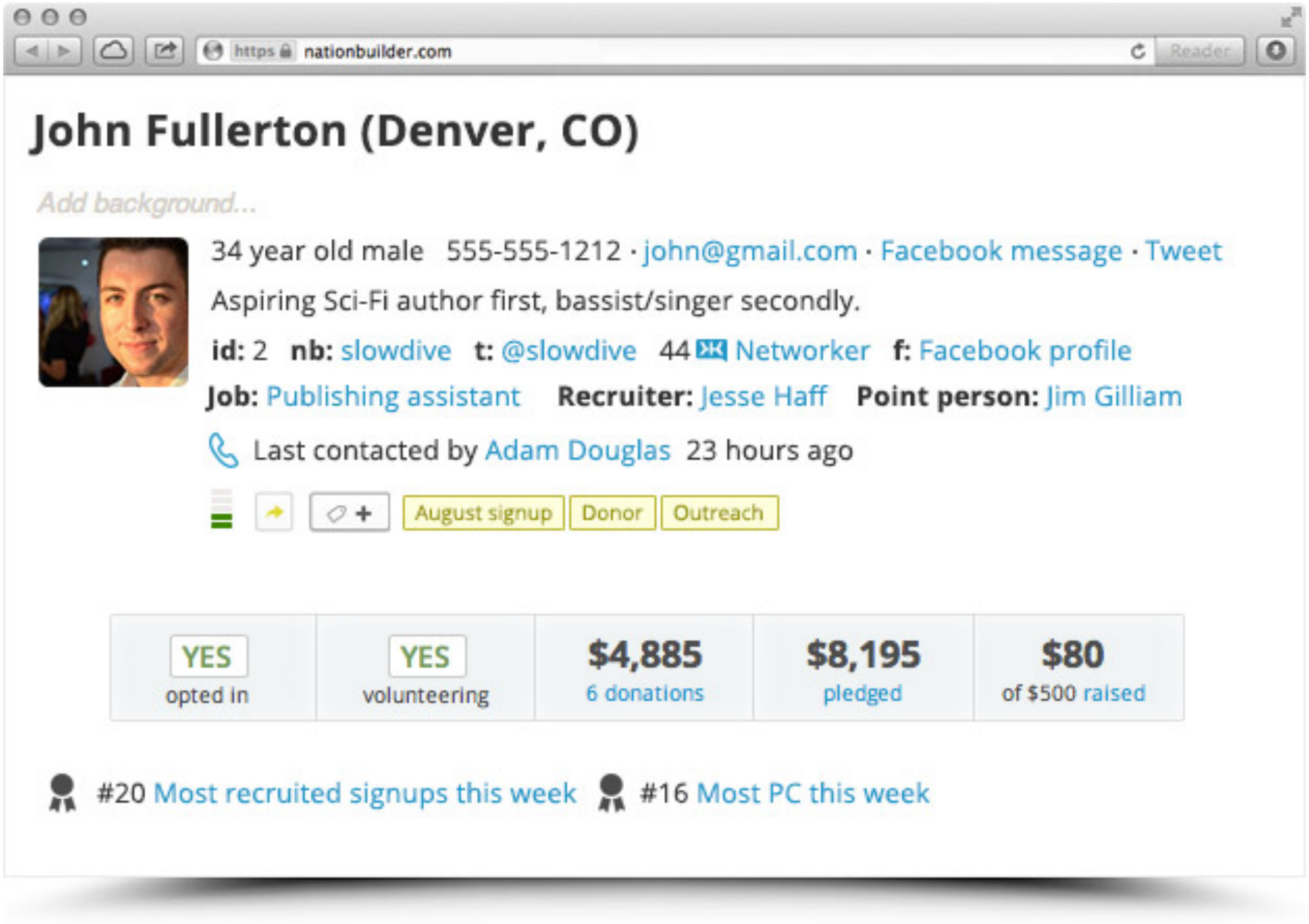
EVERNOTE

NationBuilder - community organizing platform

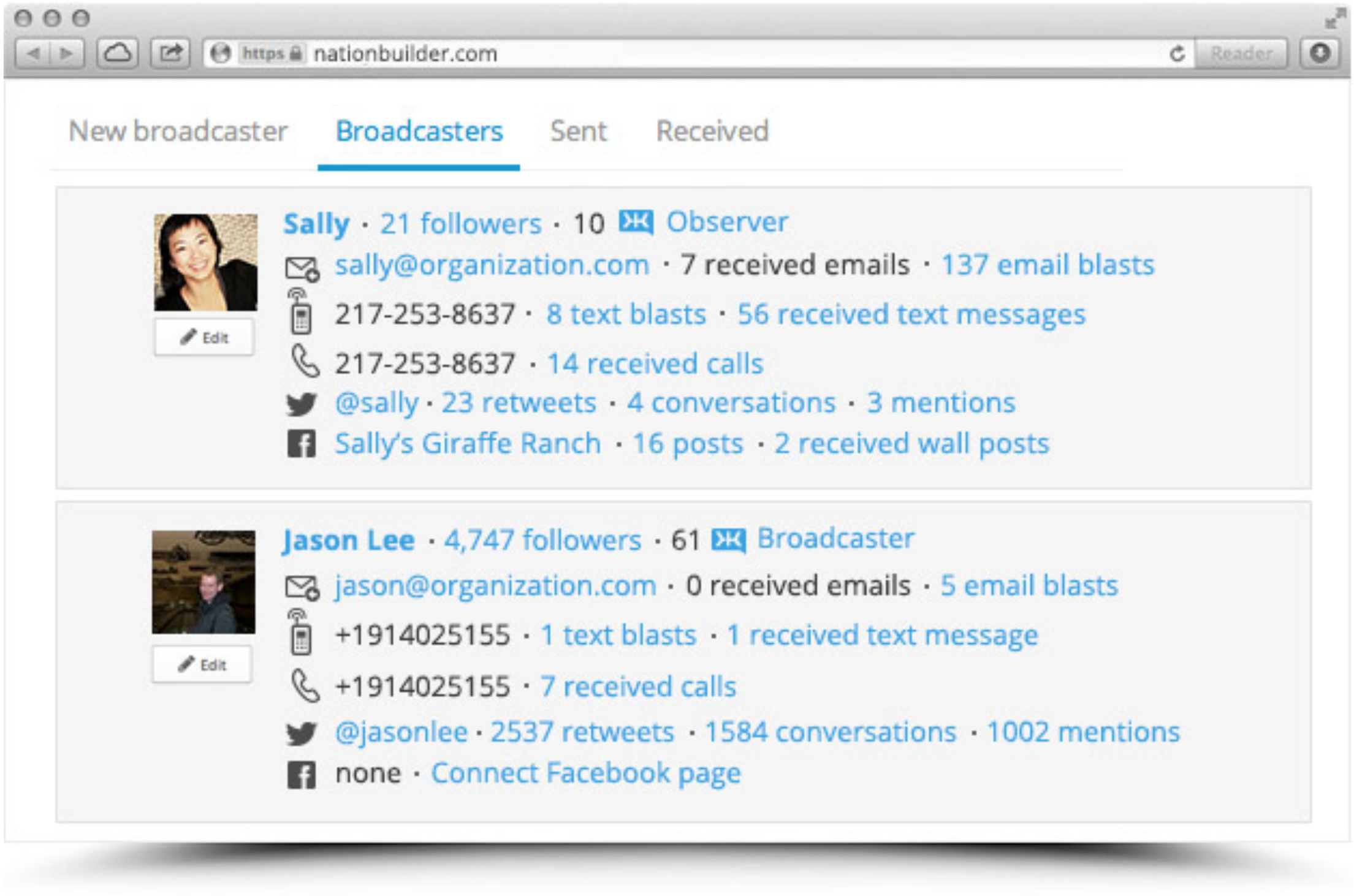
Campaign home base



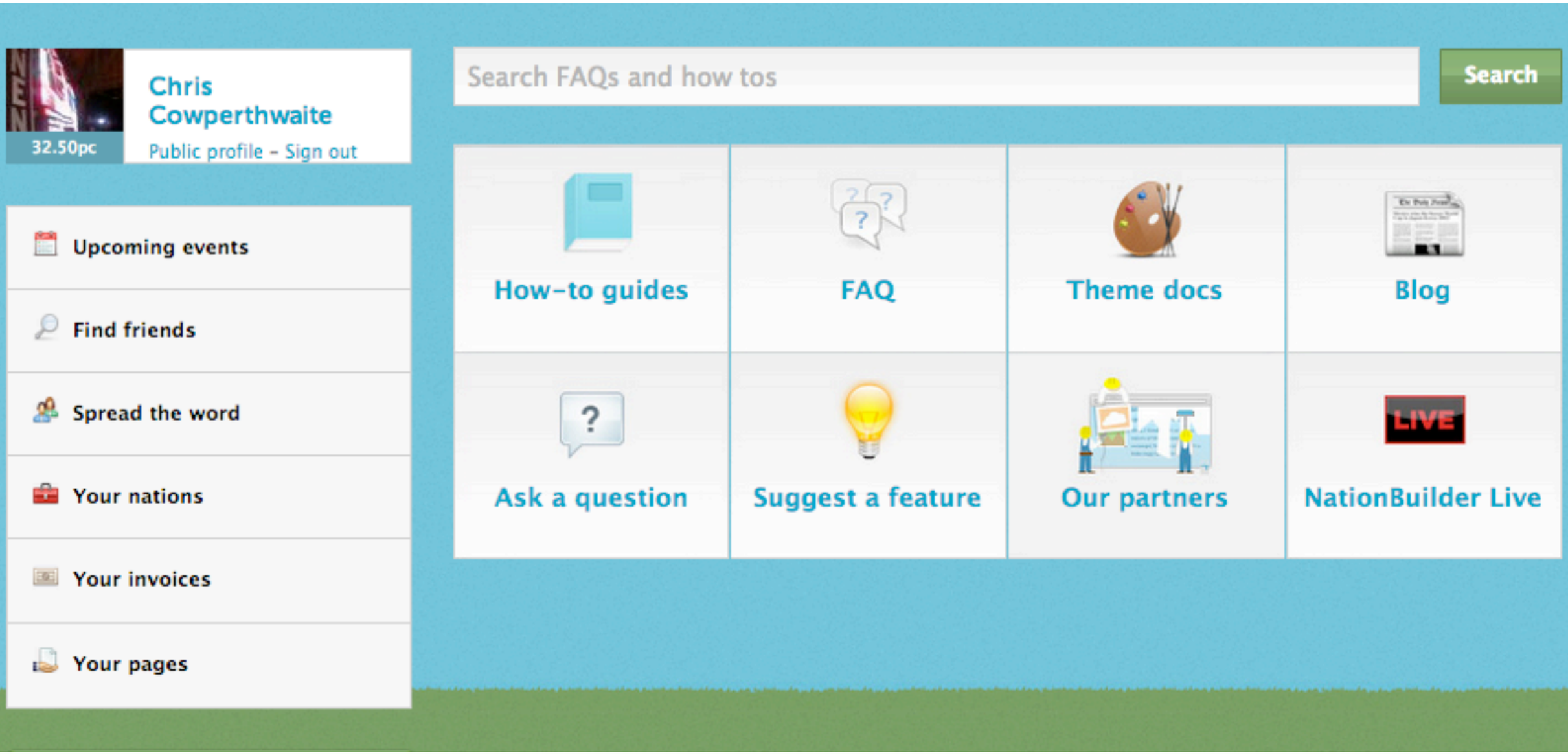
Relationship management



Broadcasting - email, texting, social media



Great customer support



A winning combo

- Data
- Communication
- Coordination

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Illustration

Volunteer Management

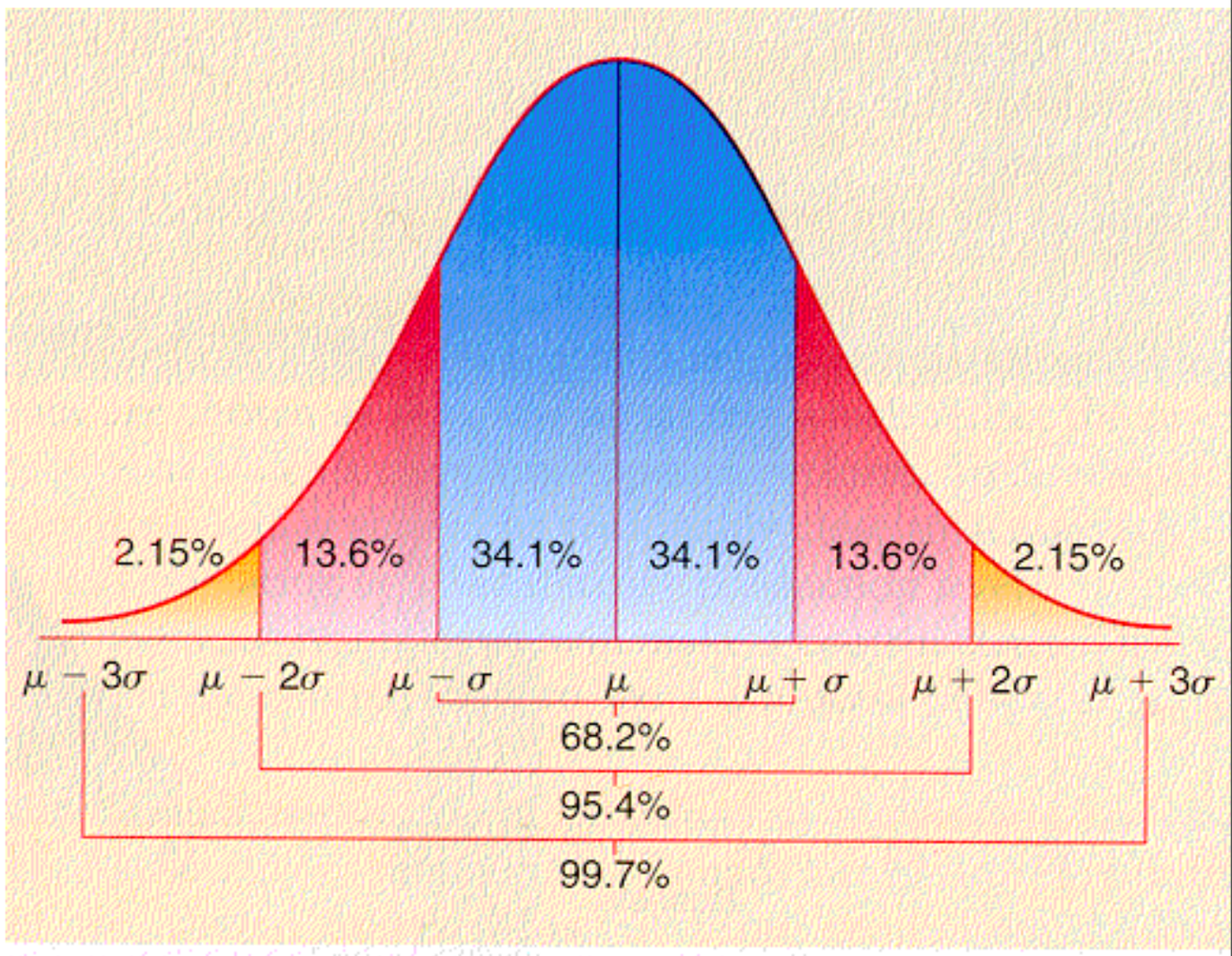
A. DATA

From the volunteer coordinator's perspective

B. COMMUNICATION

<u>Data -> Communication</u>

- Data from conversations
- Volunteer profiles, "Why I'm with Kathleen"
- New core volunteers



C. COORDINATION

<u>Data (+ frustration) -> Coordination</u>

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

<u>More Data -> Greater Coordination</u>

- 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

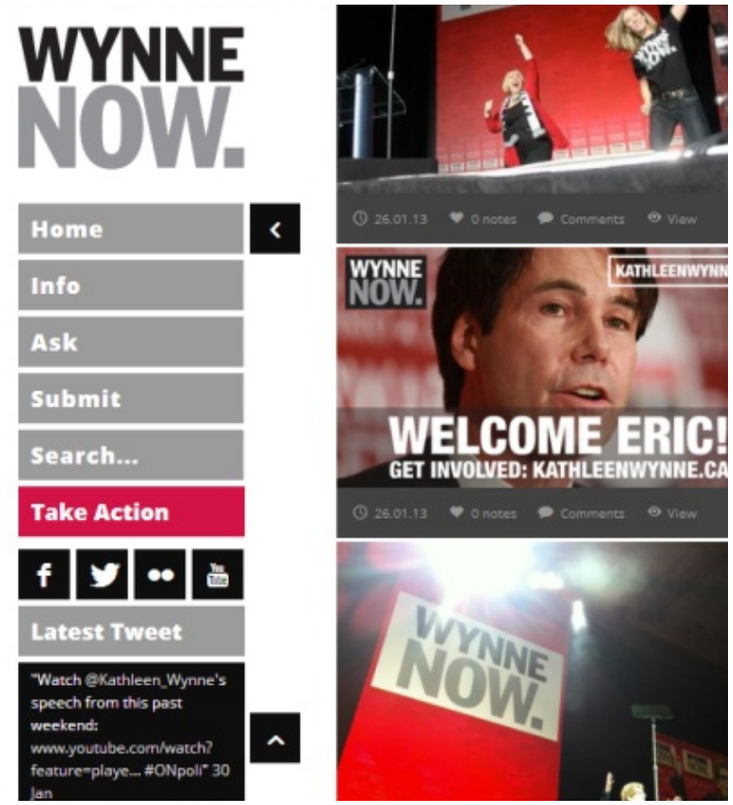


Illustration: **Digital Communications**

Questions & Discussion

A model for community organizing

➡ Develop the **platform**

➡ Gather the **skill sets**

➡ **Craft** great campaigns

➡ Build meaningful **relationships**

➡ **Analyze** data and adapt

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Questions & Discussion

Thank You!

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