



NEW / MODE

# Tools for Digital Organizing—And How (Not) to Use Them

Feb 9th, 2016 | [josh@cstreet.ca](mailto:josh@cstreet.ca)  
[shamus@newmode.net](mailto:shamus@newmode.net)

## ABOUT CSTREET

# We want to win real, progressive change.

cStreet Campaigns is a digital agency focused on helping our clients use technology to engage and inspire their supporters to action.

Founded in 2012, cStreet specializes in digital campaigns powered by NationBuilder that include strategy, design, and web development for non-profits, higher education institutions, labour unions, and political candidates looking to revolutionize their digital presence.

## ABOUT NEW/MODE

# Empower. Influence. Win.

Started through award-winning civic engagement organization, OpenMedia, New/Mode is reimagining democratic engagement in the digital age.

We weren't satisfied with existing advocacy applications—so we've built the tools today's environmental and social equity campaigns need to empower their supporters, influence decision-makers and win.

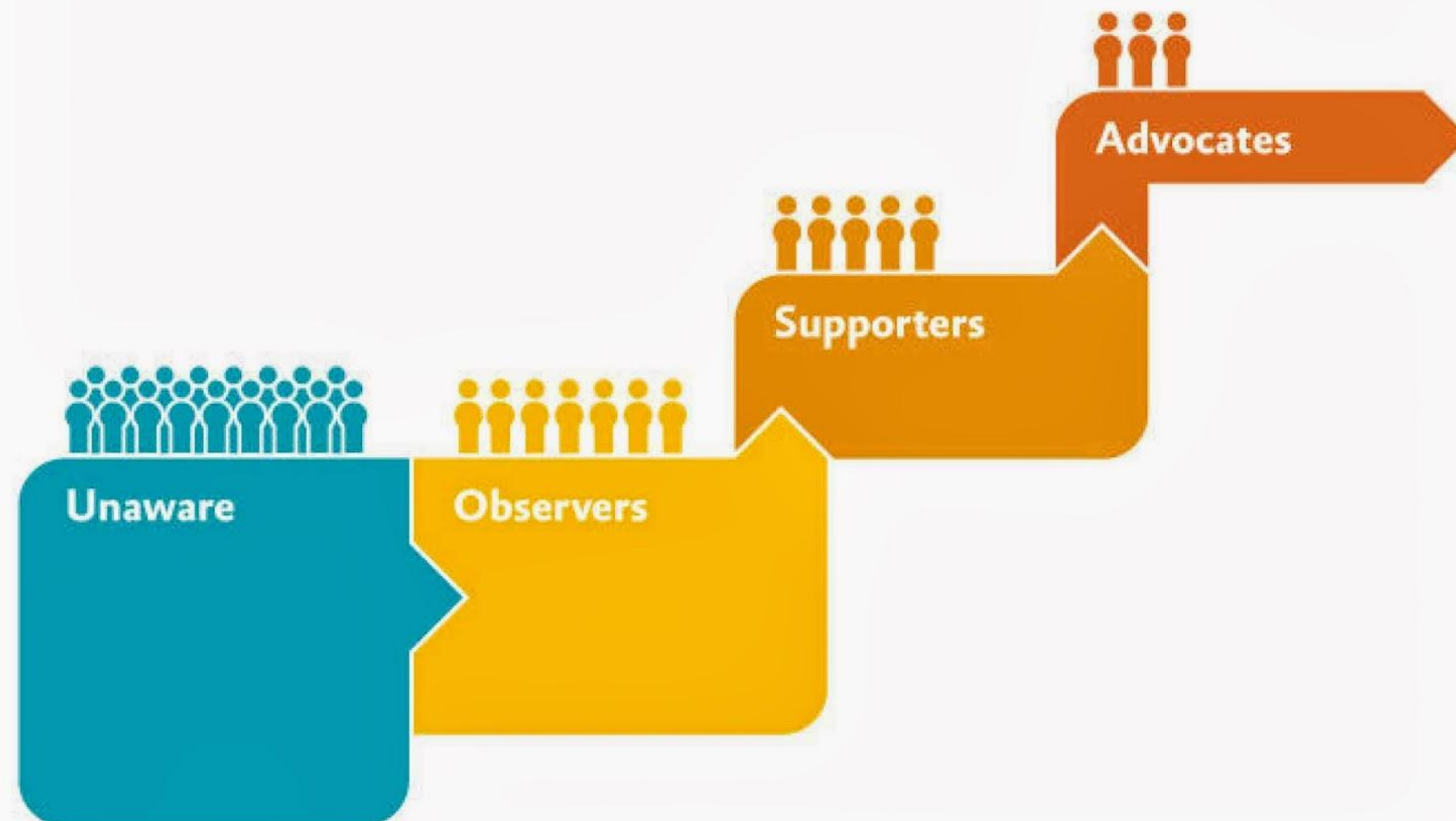
Our aim is to power democratic participation wherever the open Internet exists.

# Why We're Here

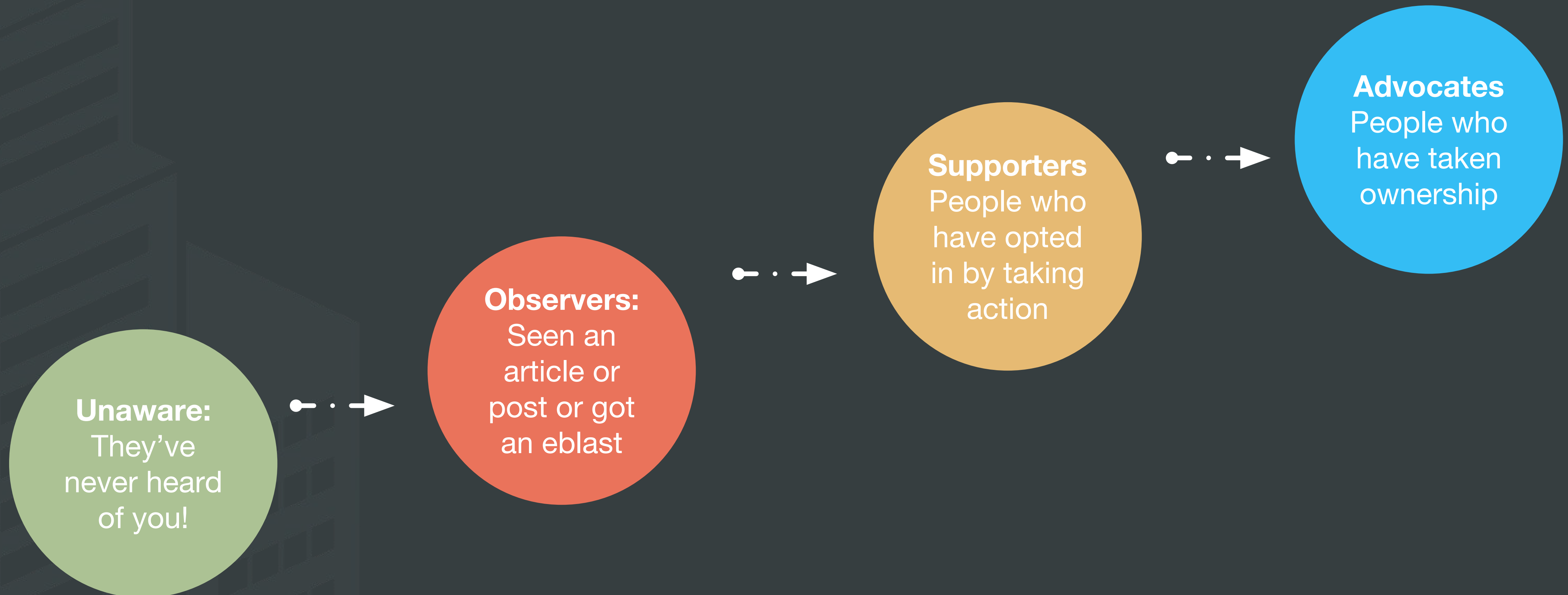
This workshop emphasizes that tactics must be rooted in strategy, by highlighting stories of proven tactics landing flat and flying high.

# Ladders of Engagement

## Engaging your audiences



# Move people along a ladder of engagement (using NationBuilder paths)



Dashboard

People

Website

Communication

Finances

Settings

Live Site

+ New person

+ New organization

Tags

Lists

More

Mike's Steel Mine Certification Vote

People

Organizations

12 of 12

| Prospective Voters                                | Spoke to an insider  | Support confirmed   | Sent Email Reminder to Vote                             |
|---|--|---|---|
| <div>George Chow</div> <div>8 days ago</div>      | <div>gillischapman</div> <div>-4PC</div> <div>6 days ago</div> | <div>Darryl</div> <div>3 days ago</div>                       | <div>Mega ILL PIZZA</div> <div>6 days from now</div>    |
| <div>Miss Myrtle</div> <div>8 days ago</div>      | <div>Terry Marr</div> <div>6 days ago</div>                    | <div>Niki Mohrdar</div> <div>-1PC</div> <div>3 days ago</div> | <div>Michelle(Shell) M</div> <div>6 days from now</div> |
| <div>Patricia Steiner</div> <div>8 days ago</div> | <div>Nicole Baute</div> <div>14PC</div> <div>6 days ago</div>  |   |   |
|   | <div>Blak Bird ZejA</div> <div>6 days ago</div>                |   |   |

# Ladders of Engagement meet Paths

- Can be organization-wide or specific to a campaign or project.
- Specify the steps that people go through in a project or campaign.
- Customizable and flexible based on your project.



# Moving people along paths

- Individuals can be on multiple paths.
- Paths are “step” based.
- They show all the different ways that a supporter/member is engaged.
- People can be batch updated to move en masse.



**Jason Meer**

*Add background...*

Tweet **PROSPECTS**

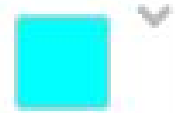
Empath and facilitator. Product Manager @NationBuilder. Dancing like nobody's watching.

id: 273

t: @jasonmeer w: <https://twitter.com/jasonmeer>



**Become a donor**  
\$0



Potential ...

Ask to pledge

Pledged

**Become a volunteer**



Signed up t...

Propose vol...

Attend vol...

**Host an event**



Contacted ...

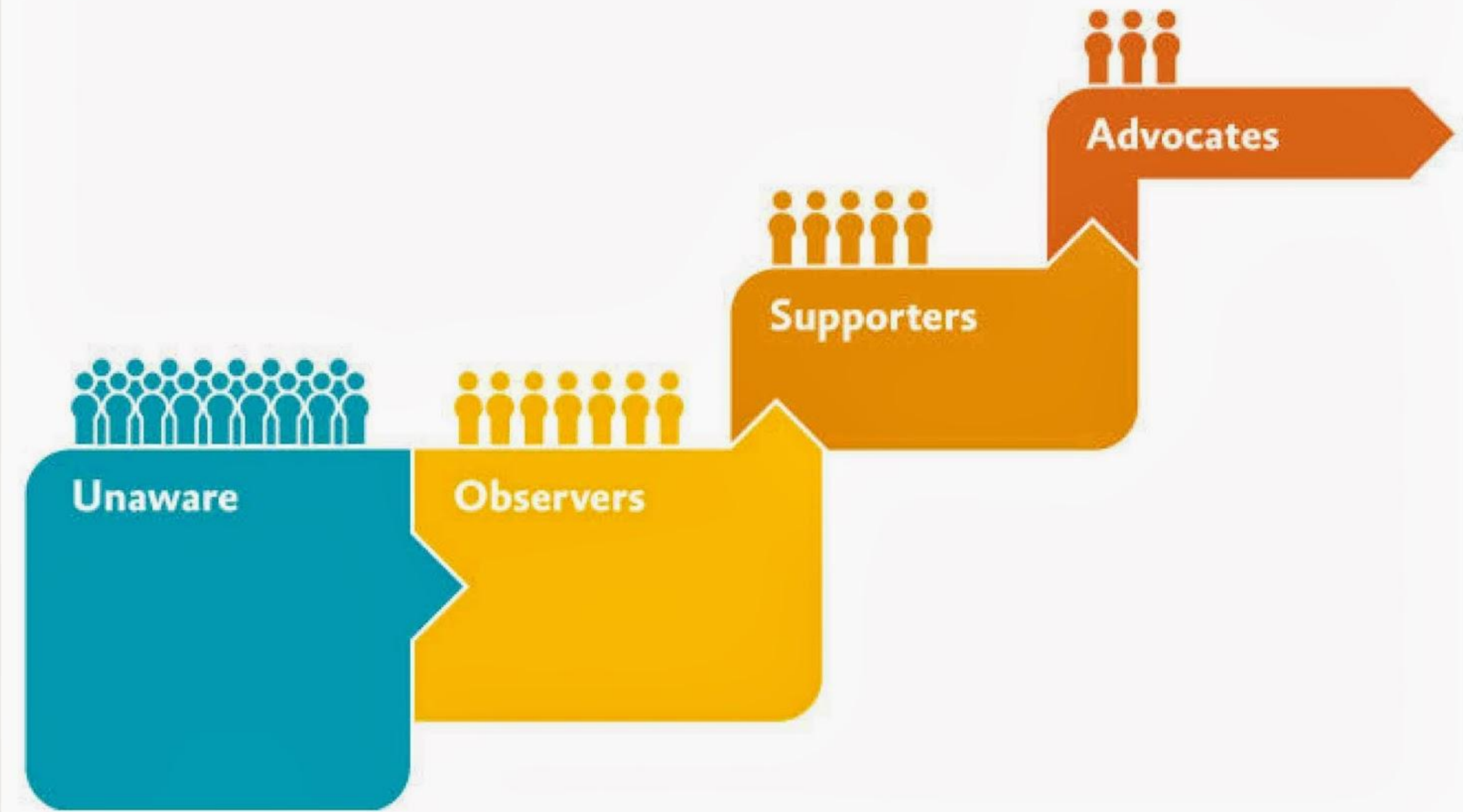
Willing to ...

Confirmed ...

# What are we moving our supporters towards

- To be able to establish the steps in a ladder of engagement we have to start by defining an end point for our supporters.
- For a political campaign, you might have one ladders for your Voter ID (what are the steps to converting people into YES voters?) and in an NGO campaign you might have a ladder for converting everyone on your email list into becoming advocates in a new campaign.

## Engaging your audiences





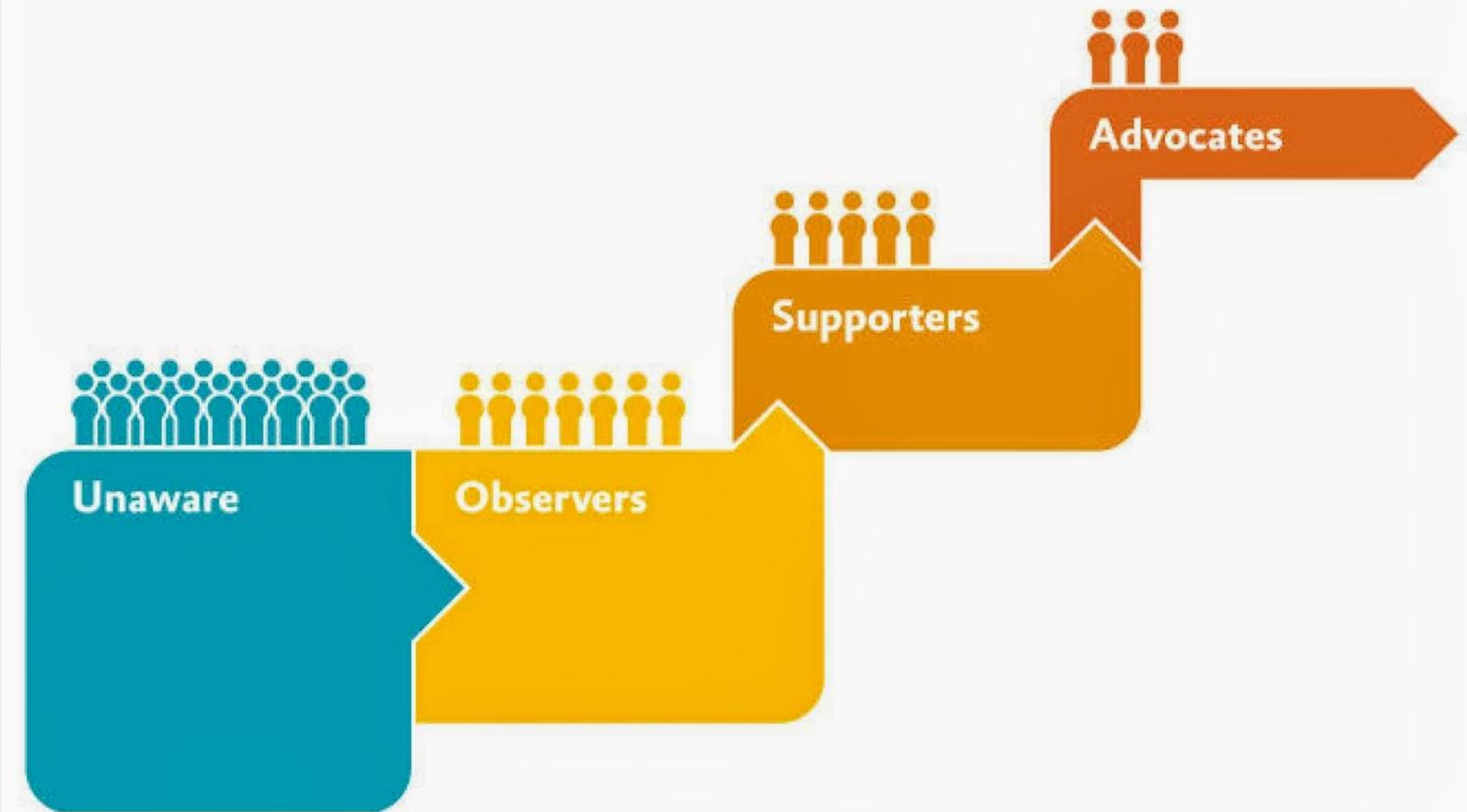
# Unaware

When you're starting out, you want the largest possible segment.

For instance, if it's a new public-facing campaign then your "unaware" segment might be the general public.

In a campaign with a more limited scope, this segment might be your existing supporter base that you're introducing the campaign to.

## Engaging your audiences



# Unaware

When you're starting out, you want the largest possible segment.

For instance, if it's a new petition-powered campaign then:

- All emailable
- In the geographic area of your campaign

Dashboard People Website Communication Finances Settings Live Site

+ New person + New organization Tags Lists More

People Organizations 1 to 30 of 55 Actions

Matches all of the following:

is emailable is not emailable Add Group Row

and primary address Address city is any of the following x toronto Add Group Row

Add criteria

Filter Save Filter As...

Arya Iranpour Toronto, ON Bio: Full-Stack Web Developer 14sc

# Observers

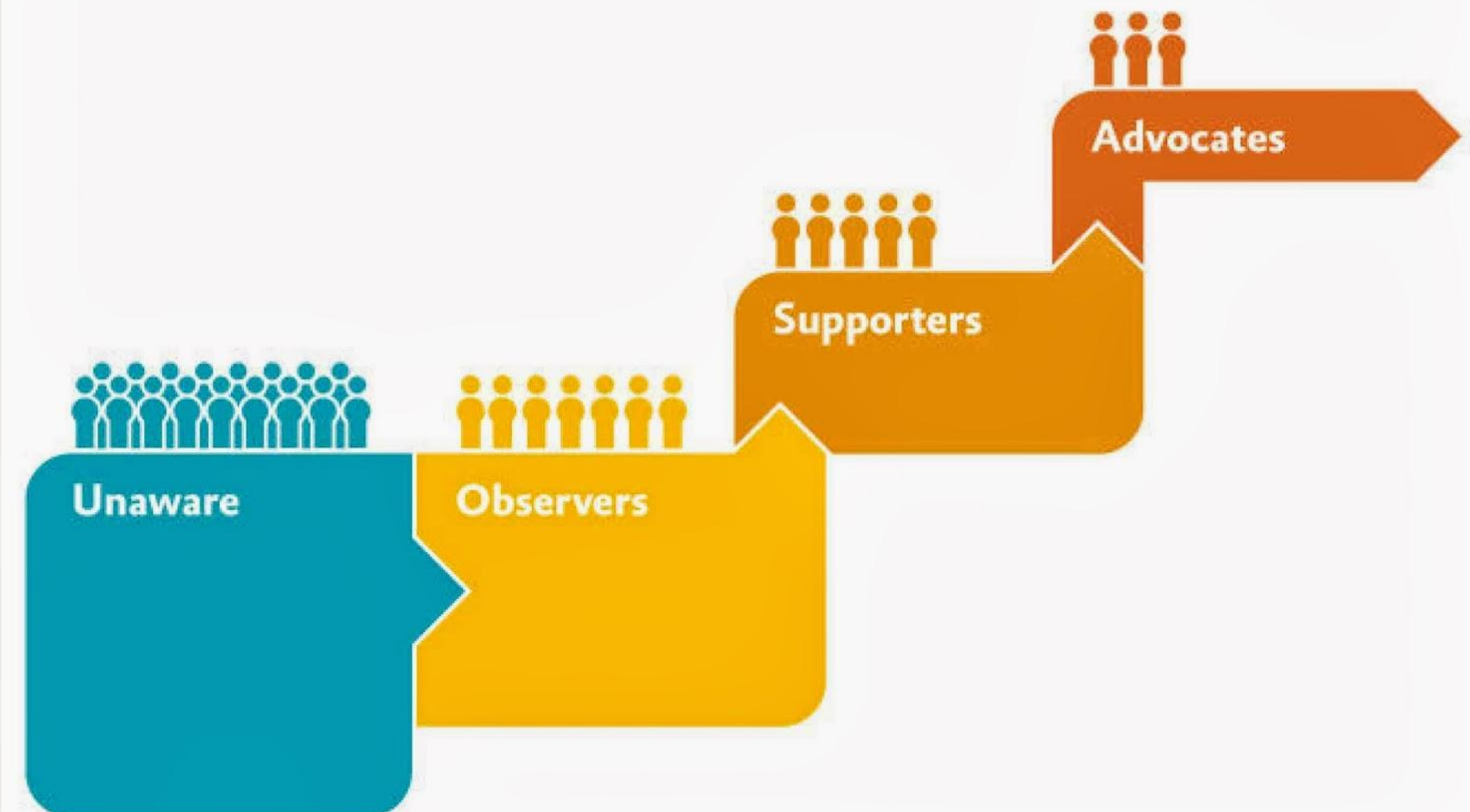
People on this step are everyone who's aware of your project or campaign.

Possible database segments:

- Opened email

For campaigns folks, for instance, these might be people who opened the petition email but did not sign.

## Engaging your audiences





# Observers

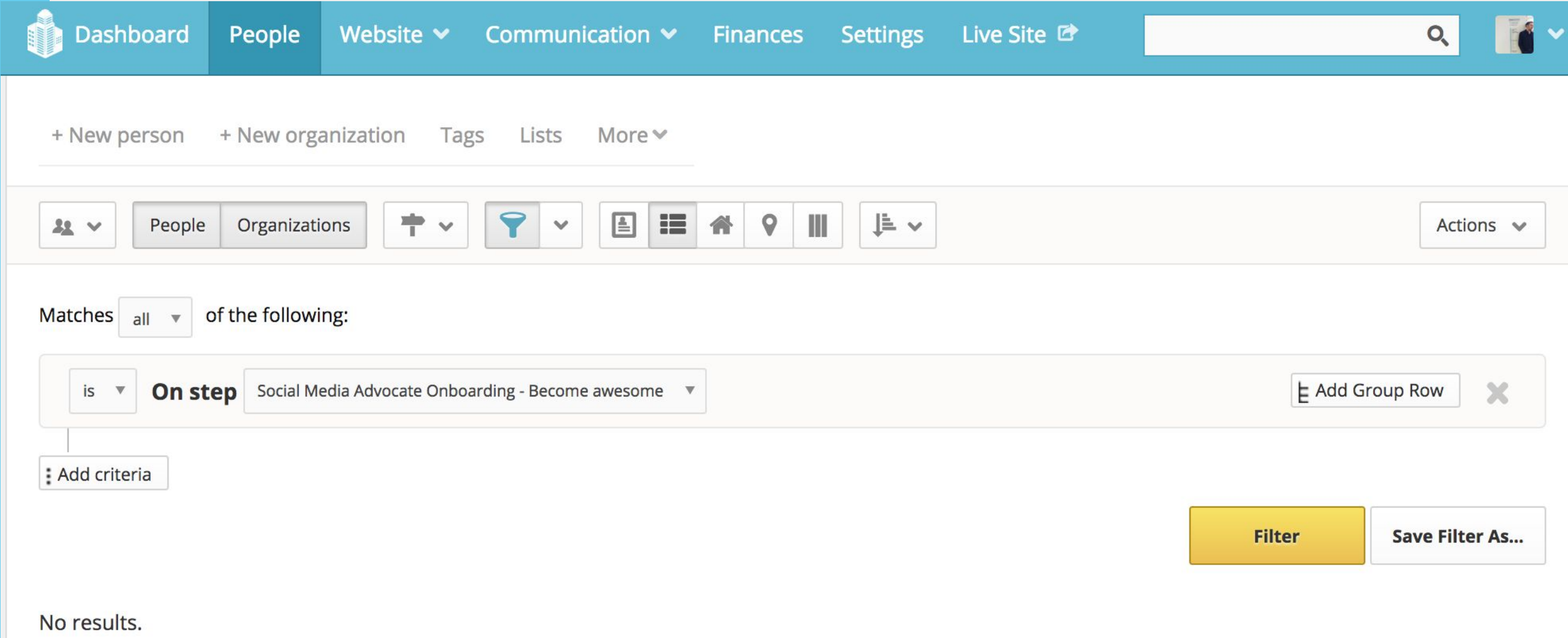
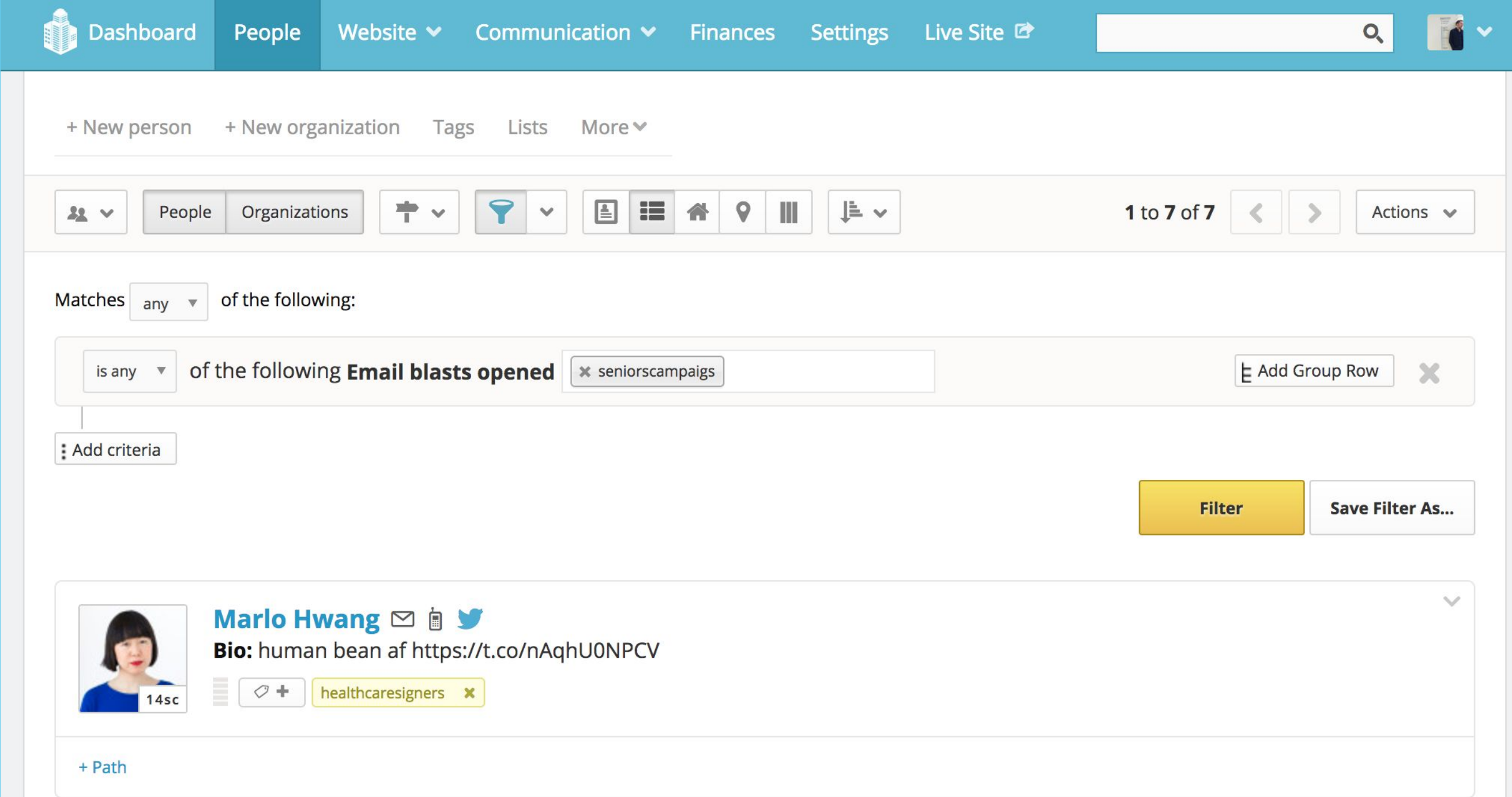
People on this step are everyone who's aware of your project or campaign.

Possible database segments:

- Opened email

Or

- On ladder of engagement step 2



# Supporters

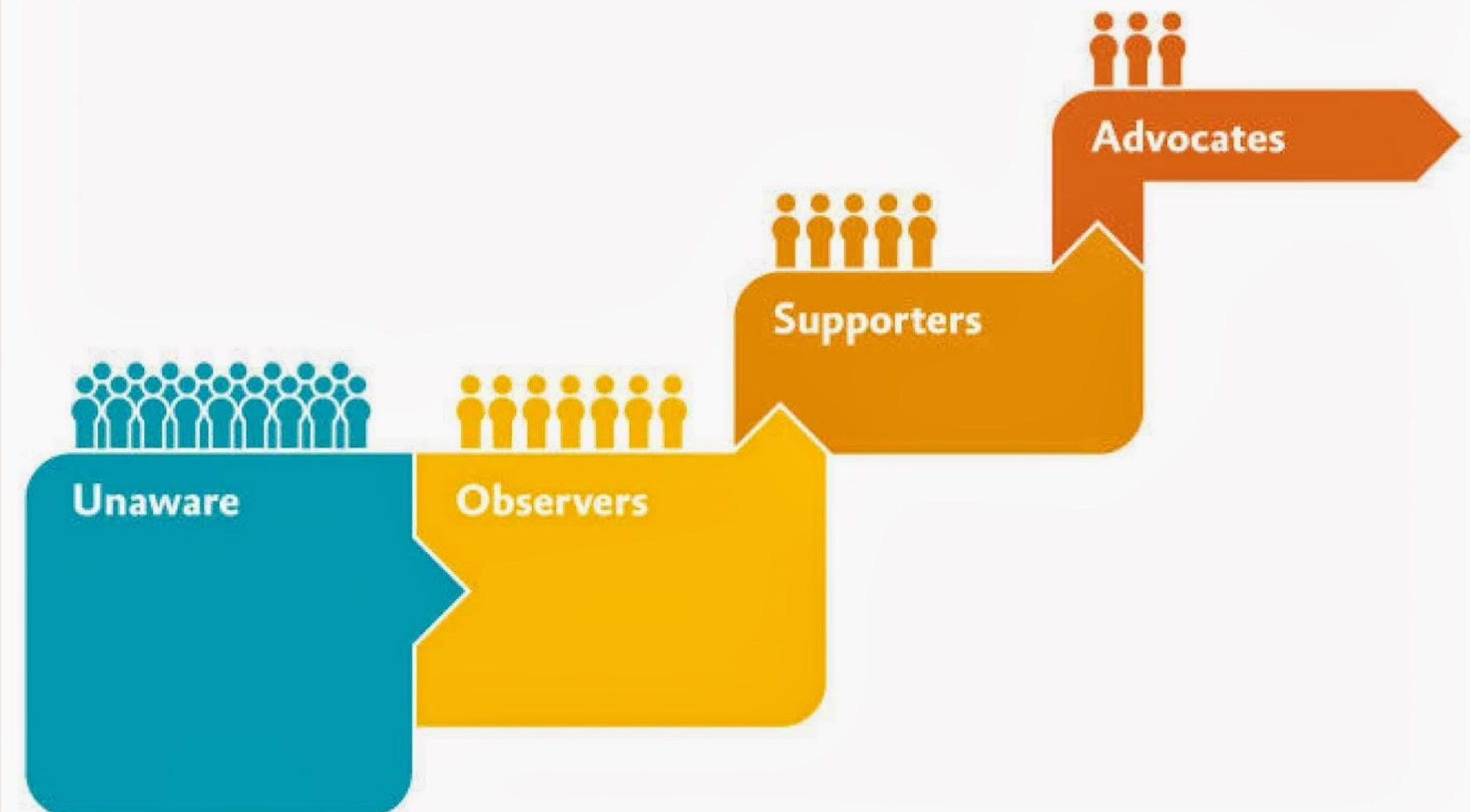
People on this step are everyone who has taken an action in support of the campaign.

Possible database segments:

- Petition Signers
- Endorses
- Story sharers

This is anyone who has taken your first significant action.

## Engaging your audiences





# Supporters

People on this step are everyone who has taken an action in support of the campaign.

Possible database segments:

- Petition Signers
- Endorses
- Story sharers

DashboardPeopleWebsiteCommunicationFinancesSettingsLive Site

+ New person+ New organizationTagsListsMore

PeopleOrganizations1 to 11 of 11Actions

Matchesall of the following:

has signedhas not signedAdd Group Row

andwith any of the following Tags seniorsAdd Group Row

Add criteria

FilterSave Filter As...

5sc

Wendy Mah Burnaby, BC

Last contacted by James Cavalluzzo 3 months ago

seniorsitaliansCampaign: KeystoneXL

+ Path

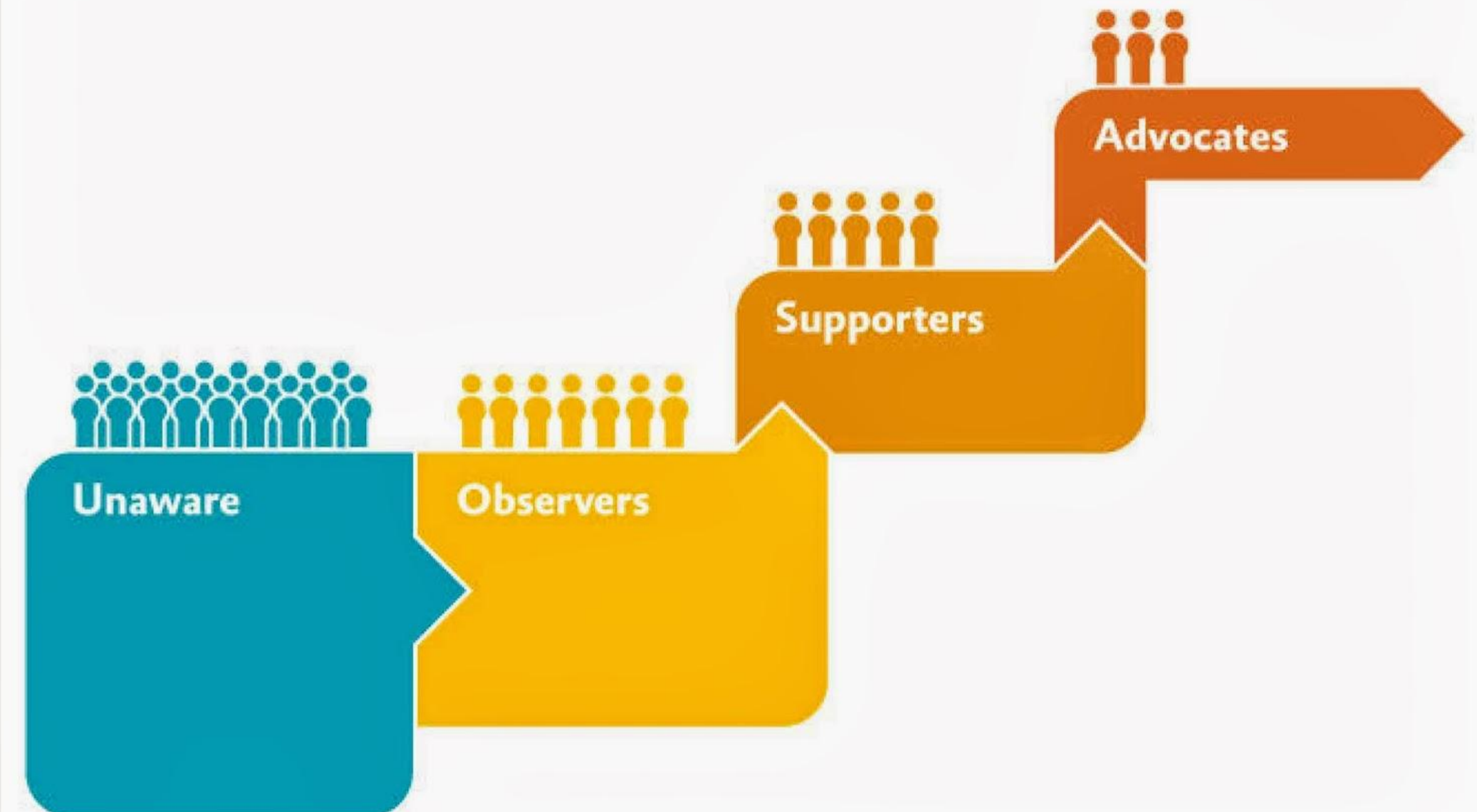
14

N/  
CSTREET

# Advocates

People on this step are your dream activists. This is where you want everyone to end.

## Engaging your audiences



# Advocates

People on this step are your dream activists. This is where you want everyone to end.

+ New person   + New organization   Tags   Lists   More ▾

---

People Organizations [Filter Icon] [View Icons] 1 to 3 of 3 < > Actions ▾

Matches all ▾ of the following:

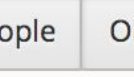
has signed has not signed

and has rsvpd has not rsvpd

Add criteria

Filter

Save Filter As...

 **Jennifer Chan** Person, cStreet · Toronto, ON [Icons] 10 [Share]

**Bio:** Skydiver, ninja, guitarist, Swiss design-head and Guest speaker. Doing at the nexus of simplicity and intellectual purity to craft delightful brand experiences. Concept is the foundation of everything else.

[Menu] [Add] safehighways\_signer x healthcareesigners x italians x trump x \$15 Petition x 10\_day\_childcare x clean\_water x

+ Path



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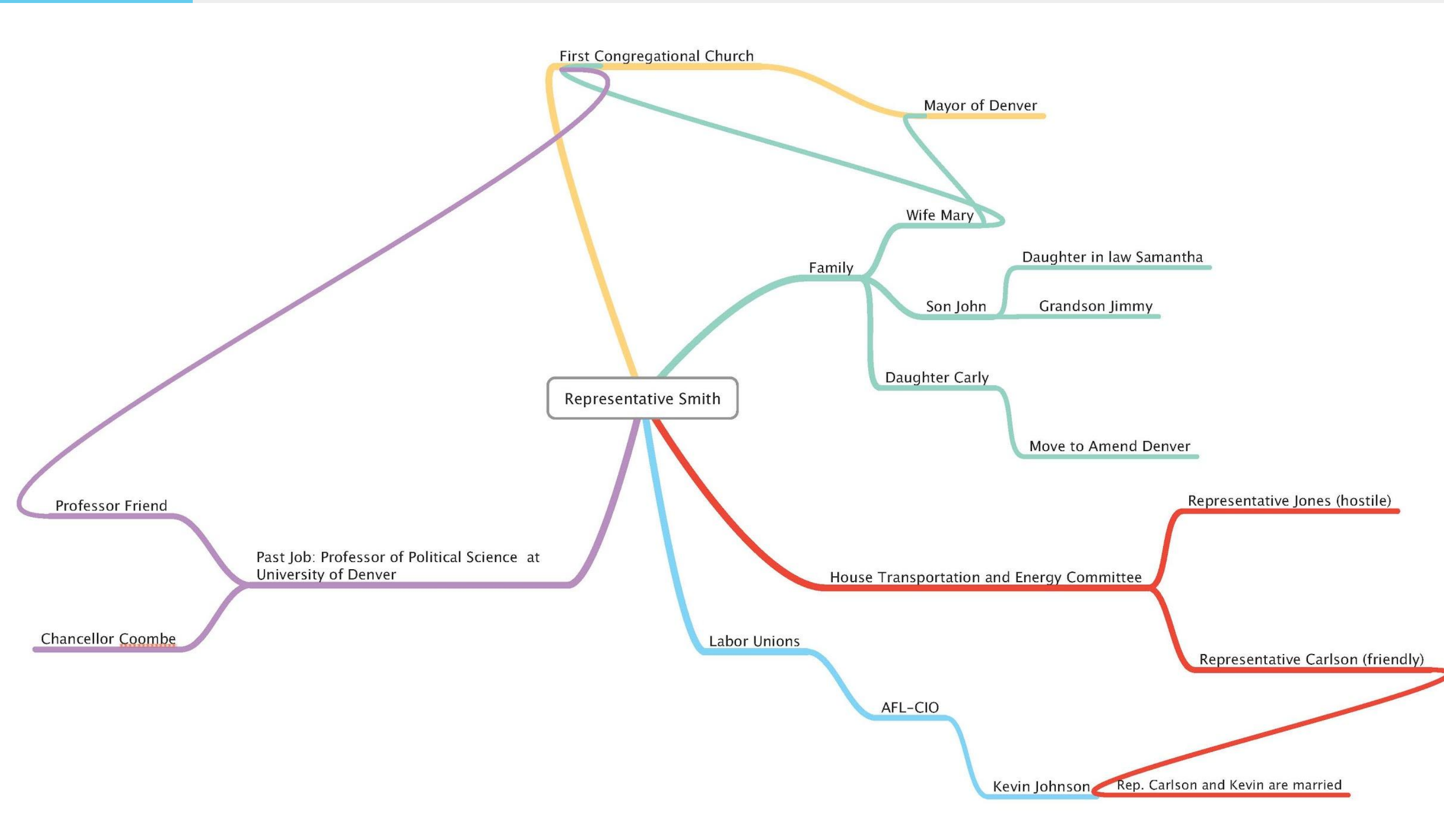
# Choosing Your Targets and How to Reach Them



# Power Mapping

1. Determine your target(s)
2. Map influencers
3. Connect relationships
4. Determine priority relationships
5. Build your campaign plan

Source: [movetoamend.org/toolkit/guide-power-mapping](http://movetoamend.org/toolkit/guide-power-mapping)





# Emailing

- High conversion/low barrier actions to build support base
- Stay on the radar with decision-makers and influencers

## KIDS COUNT: STOP THE HIKES ON SCHOOL-BASED CHILDCARE

Mayor Tory and Toronto City Council have proposed cutting the Childcare Occupancy Grant in the City's 2017 Budget.

If this grant is eliminated, over 60 percent of children and their families will be faced with an increase to their childcare fees (estimated at \$600 or more per year). But its impact could be even greater: the uncertainty and upheaval it will create in childcare centres could threaten their very viability.

|                        |                      |
|------------------------|----------------------|
| <b>First Name *</b>    | <b>Last Name *</b>   |
| <b>Email Address *</b> | <b>Postal Code *</b> |

### We'll notify your representative

As one of your constituents, I am writing to ask you to maintain the Childcare Occupancy Grant in the City's 2017 Budget.

If this grant is eliminated, over 60 percent of children and their families will be faced with an increase to their childcare fees (estimated at \$600 or more per year). But its impact could be even greater: the uncertainty and upheaval it will create in childcare centres could threaten their very viability.

Already 75% of families in Toronto find childcare too expensive. This increase will only push that percentage higher.

### Privacy Note:

Hosted by Social Planning Toronto and New/Mode Community Engagement. Learn how we protect your data [here](#). Social Planning Toronto will keep you up to date.

**Add Your Voice**

# Tweeting

- Generate public commitment from supporters
- Establish public presence across decision-makers' profiles
- Expand your campaign's network

## Tweet your Senators - Vote NO on Betsy DeVos for Secretary of HHS

Betsy DeVos is unfit and unqualified for Secretary of education. We need an experienced Secretary of Education who wants to strengthen and improve all public schools. Betsy DeVos has never attended public school, did not send her children to public schools and has no experience with any of the challenges that public schools face. Further she wants to divert public money into private schools. Her personal financial investments in charter schools makes this a serious conflict of interest.

**Send a Tweet to your Senators**


19 characters remaining

Betsy DeVos must not become Sec. of Education. We must strengthen public education NOT destroy it.

**Tweet**

# Calling

- Empower your leading activists
- Demonstrate your community's commitment to a cause
- Target influencers



**TELL YOUR MP: RELEASE THE RESULTS!**

Over 10,000 people have submitted feedback to the government's National Security Consultation – and we know the vast majority have called for an end to reckless mass surveillance.

But without public pressure, the consultation could end up being nothing more than an exercise in box-ticking. Let's remind the government that their actions must be guided by our feedback.

If we can get them to release the results of the consultation, there will be huge political pressure to act on them. Give your local MP a call now and ask them to tell Minister Goodale to release the results!

**About the call:**  
Phone calls are hands down the best way to get your representative's attention. No matter who you speak with, it's important to deliver your message. If you're not able to speak with your MP directly, you can speak to their constituency assistant, or leave a voicemail.

**PLEASE HAVE YOUR PHONE READY.**

When you click the MAKE THE CALL button, the system will call your phone and patch you through. This is a local call that is connected to your phone as an incoming call. **PLEASE HAVE YOUR PHONE READY.**

First Name \* Last Name \* Phone Number \* Email Address \*

Postal Code \*

**MAKE THE CALL**



# Letters to Newspapers

- Empower and train your leading activists
- Multiply your earned media reach
- Publicly demonstrate local community support



## Send a Letter to the Editor

How Canada Post can be the hub of our Next Economy



FRANÇAIS

### SEND A LETTER TO THE EDITOR

As you read this, the government's task force is putting together a list of "viable options" for the future of Canada's postal service.

While Canada Post's Harper-appointed CEO, Deepak Chopra, pushes to cut services, we're proposing a different vision.

It's time to use our postal network to help build Canada's next economy, with postal banking, green infrastructure, and community services.

**We all know that politicians read their local papers. Enter your postal code to publish a letter in your local newspaper now.**

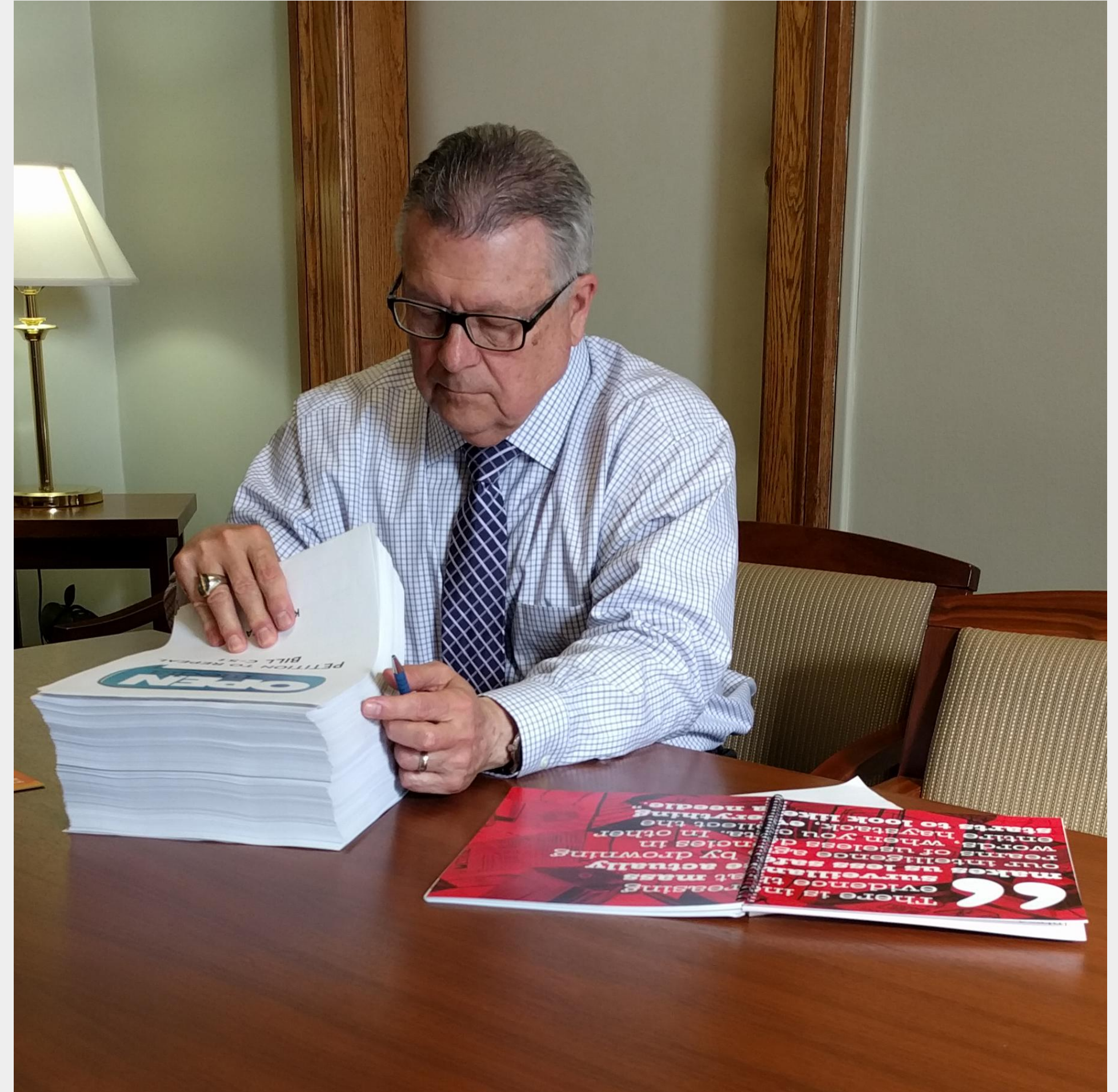
Enter Your Postal Code \*

**Next Page >**



# Online to Offline

- Earned media opportunities
- Engage the top of the ladder
- Demonstrate commitment to your community





# Targeting Tactics Gone Wrong

*We the People... are about to get spammed in support of the TPP*

## Why Good Trade Deals Matter to a Business Like Mine:

MARCH 4, 2015 AT 7:18 PM ET BY TANYA SOMANADER



Summary: Nick Martin is the co-founder of The Pro's Closet, an online used-cycling business. He sent the following email to the White House list to highlight why a better trade deal means a brighter future for online businesses like his.

*Nick Martin is the co-founder of The Pro's Closet, an online used-cycling business. He sent the following email to the White House list to highlight why a better trade deal means a brighter future for online businesses like his. Didn't get the email? Sign up for email updates [here](#).*



The Trans-Pacific Partnership isn't just President Obama's proposed trade deal -- it's mine, too. It's a trade deal that millions of other online small business owners in this country would be proud to add their name to. I want to tell you why:

# Targeting tactics done right

## – Stop the Meter

Stage 1: Petition and social actions targeting Minister

Stage 2: Targeting influencers

Stage 3: Secure opposition parties' consensus

Stage 4: Secure new directive from government

Stage 5: Target CRTC



## *Key Lessons*

- Think systematically about paths to influence key policy-makers
  - Think strategically about how to reach your targets
- Ensure supporters at different levels of the ladder can meaningfully engage
  - Capture, learn, and iterate from data



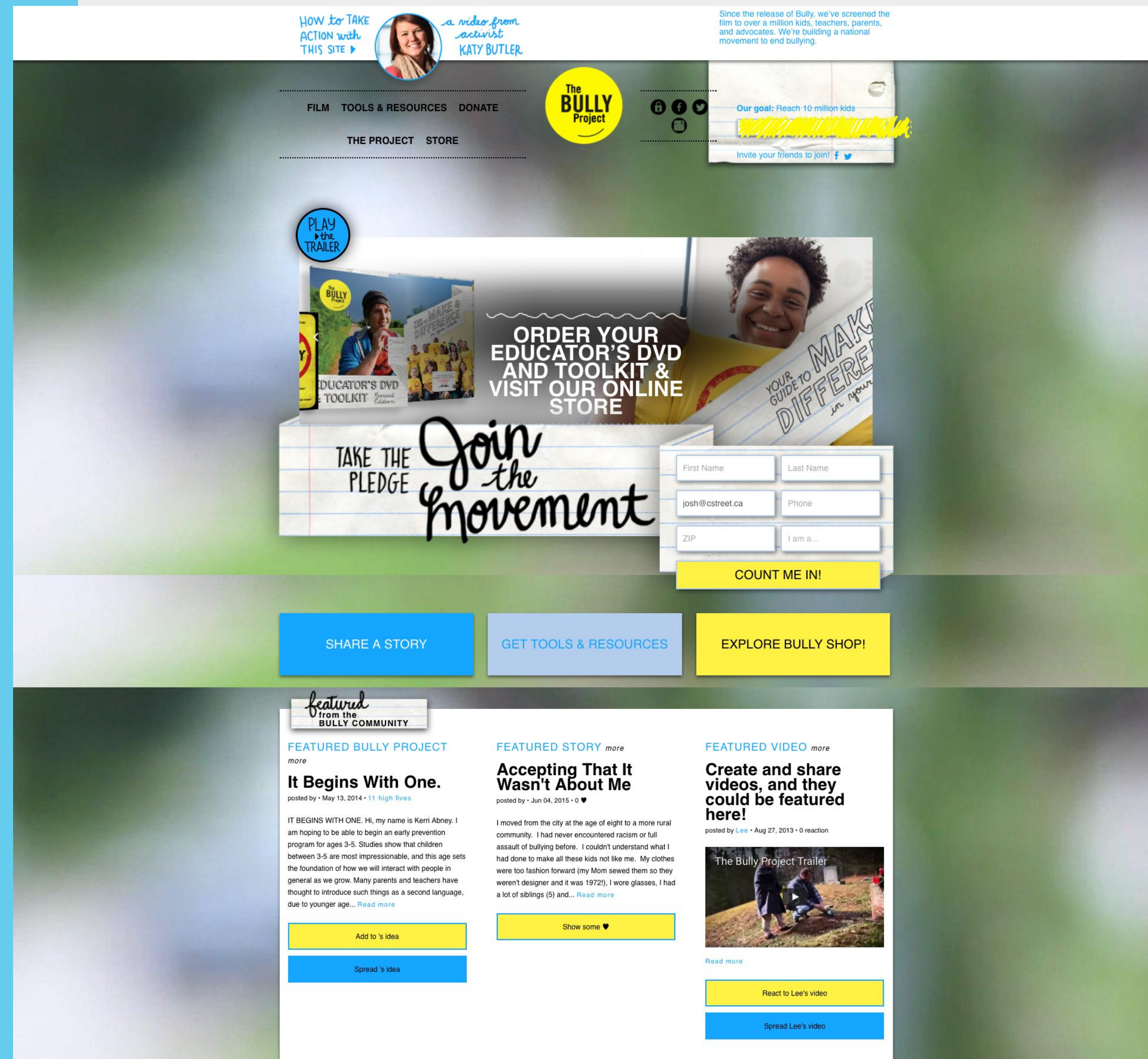
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# Knowing Your Community



# The Bully Project – Key Components

- Distributed events and house parties
- Prime time coverage of CNN
- Gamified user experience to drive continuous engagement





# Gamified & open

# Ladder of engagement

- Opened up the ladder of engagement so all supporters could see it and know how to move up
- Incentivized action by offering rewards (you'll see more in a minute)






# Rewards? Wut kinda rewards?

Every time you took action you got a badge!

- Take the pledge to end bullying -> Get a badge!
- Download the educators' toolkit -> Get a badge!
- Recruit 3 friends -> Get a badge!
- Host or attend a screening -> Get a badge!
- Donate -> Get a badge!

...and your badges followed you around the site as you interacted to act as a pressure point to collect them all.

HOW to TAKE ACTION with THIS SITE ►  a video from activist KATY BUTLER


FILM TOOLS & RESOURCES DONATE

THE BULLY Project

THE PROJECT STORE

Home /

## You're an Upstander!



**SHARE YOUR BADGE**

**First badge?** Badges are your way of showing the work you've done to end bullying in our generation. The more actions you take on your Action Center the more badges you get!

An "upstander" is someone who recognizes when something is wrong and acts to make it right. When an upstander sees or hears about someone being bullied, they speak up. Being an upstander is being a hero: we are standing up for what is right and doing our best to help support and protect someone who is being hurt. In many ways, this is another word for being socially responsible.

(from [Bullybust](#))







Put it to practice in your school! Learn these [10 ways to be an Upstander](#) and [How to Empower Bystanders!](#)






**New!** We've added a space where you can talk about your experience with bullying, and give encouragement and feedback to others.

What is your experience with bullying?

HOW DO I GET MORE BADGES ?

### CHECK OUT THE REST OF THE BADGES YOU CAN GET

LIKE THIS PAGE? SHARE IT!

Like Share 5.2K people like this. Be the first of your friends.

Tweet G+





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Cool, but did anyone do  
it?

# At last count...

5,000+ Tweets sharing badges

50k+ Email Signups

500+ Distributed Events

Home

Moments

Notifications

Messages

I just earned the Upstander

TOP

LATEST

PEOPLE

PHOTOS

VIDEOS

MORE

Search filters · Show

Who to follow · Refresh · View all

CNH

Canada News Hunt @Cana...

Followed by George Smith and others

Follow

VP Biden (Archived)

VP Biden (Archived) @VP...

Follow

Senate Republicans

Senate Republicans @S...

Follow

Find friends

United States Trends · Change

Jabari Parker

Jabari Parker tears ACL, will undergo 12-month recovery

#blizzard2017

7,066 Tweets

#In30MinutesOrLessICould

3,579 Tweets

#FlavorOfLove

13.3K Tweets

David Gordon Green

1,127 Tweets

Isaiah Hicks

David Backes

Demeis-moore Rice @RiceDemeis · Feb 3

I just earned the Upstander Badge on The Bully Project ...

lorraine @loro1027 · Feb 1

I just earned the Upstander Badge on The Bully Project thebullyproject.com/?recruiter\_id=...

Michael D. Sgro @sgro97 · Jan 22

I just earned the Upstander Badge on The Bully Project thebullyproject.com

Kathleen Wack @KathleenWack · Jan 16

I just earned the Upstander Badge on The Bully Project thebullyproject.com/?recruiter\_id=...

james tidmore jr @lovetoesh2 · Jan 14

I just earned the Upstander badge on The Bully Project #bullyeffect: thebullyproject.com/be\_an\_upstande...

james tidmore jr @lovetoesh2 · Jan 14

I just earned the Upstander Badge on The Bully Project thebullyproject.com/?recruiter\_id=...

issa savage @litlithang · Jan 13

I just earned the Upstander Badge on The Bully Project thebullyproject.com/?recruiter\_id=...

CardnlJo @CardnlJo · Jan 4

N/

X

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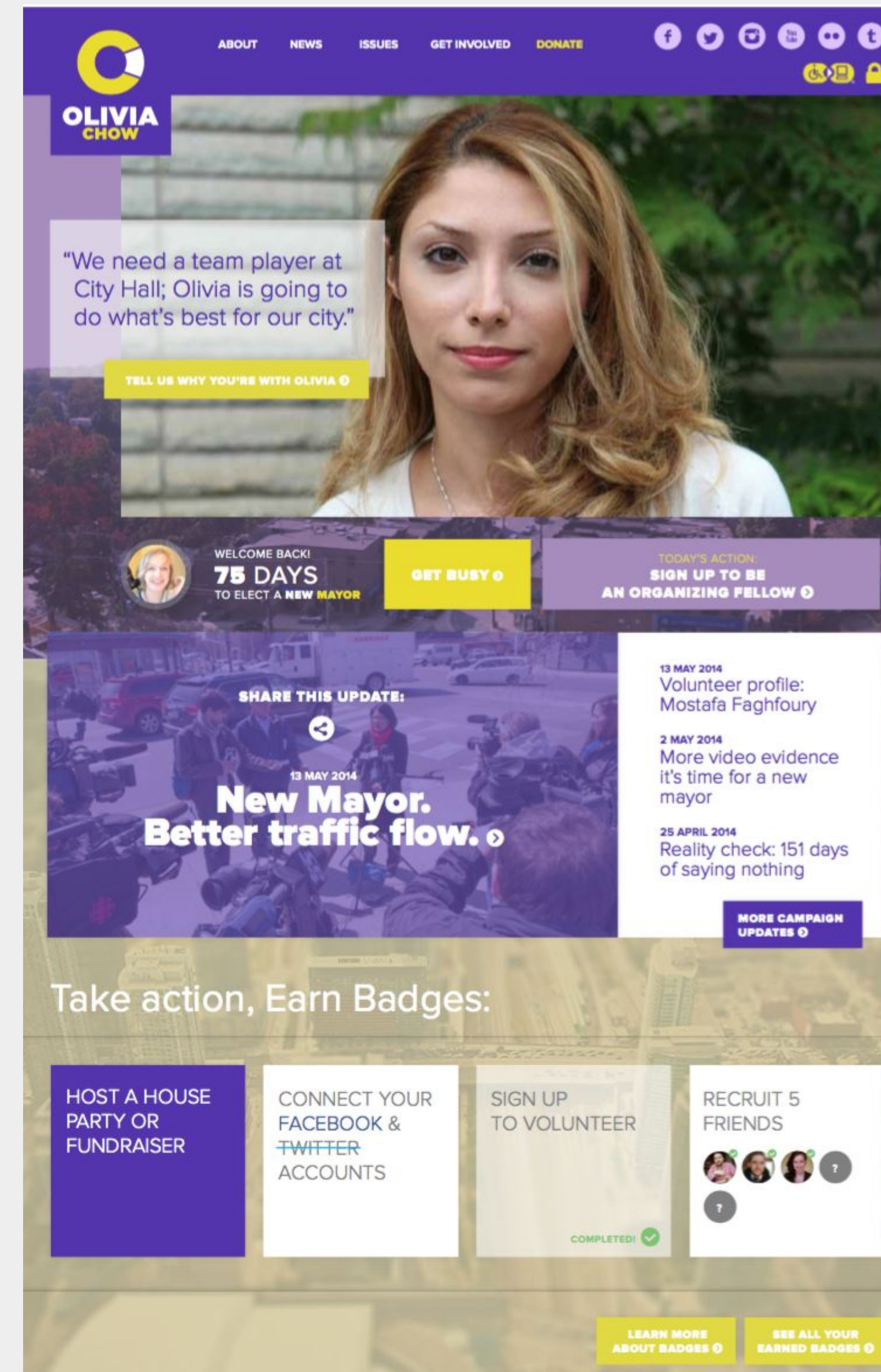
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But also, Olivia  
Chow for Mayor

# With Olivia we used a similar approach

Our key digital + field actions lead to badges and a data-driven dashboard asked our supporters to take action based on previous activities.



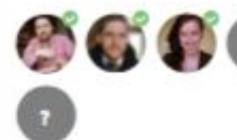
## Take action, Earn Badges:

HOST A HOUSE  
PARTY OR  
FUNDRAISER

CONNECT YOUR  
FACEBOOK &  
TWITTER  
ACCOUNTS

SIGN UP  
TO VOLUNTEER

RECRUIT 5  
FRIENDS



LEARN MORE  
ABOUT BADGES

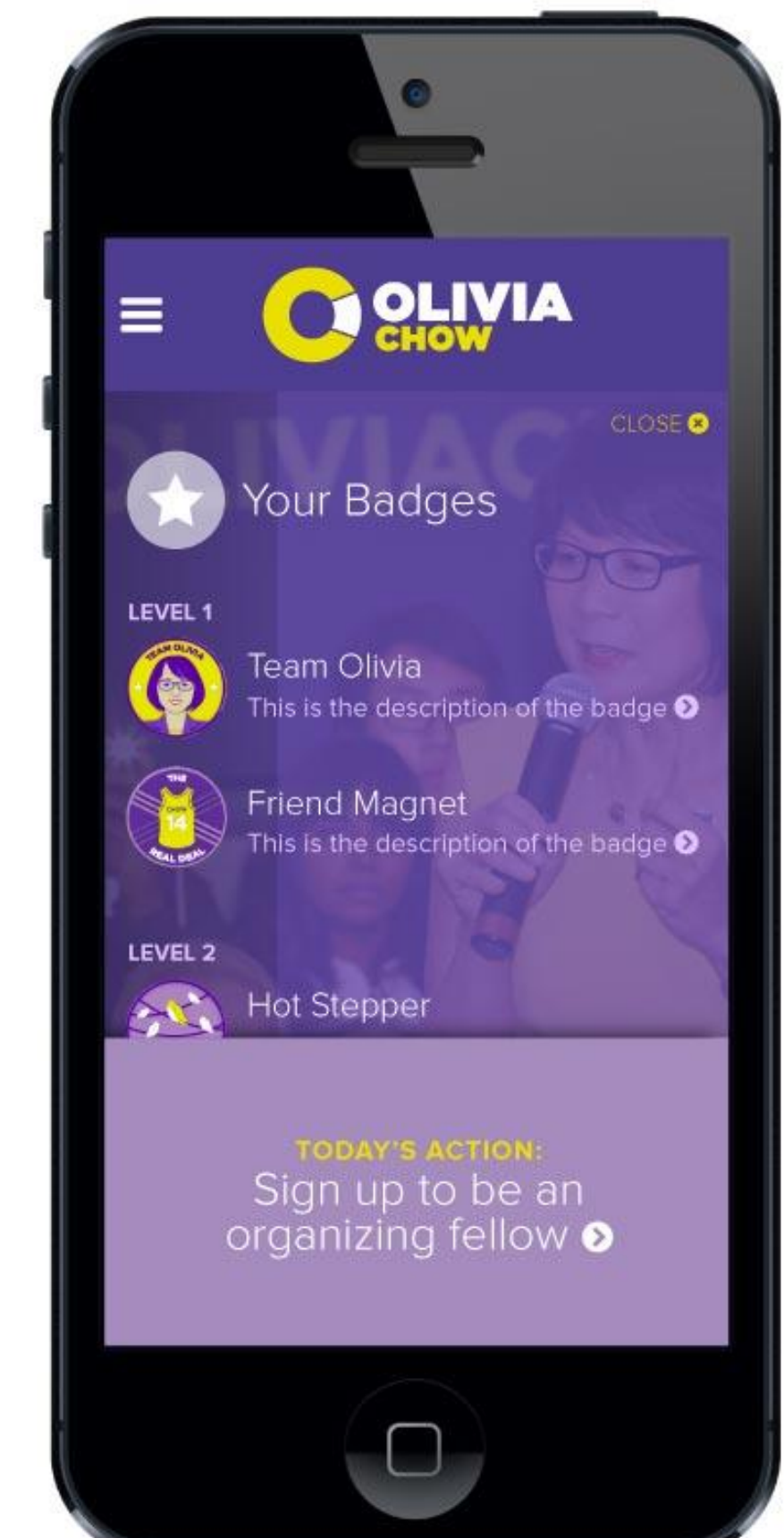
SEE ALL YOUR  
EARNED BADGES



# With Olivia we used a similar approach

...to a different outcome.

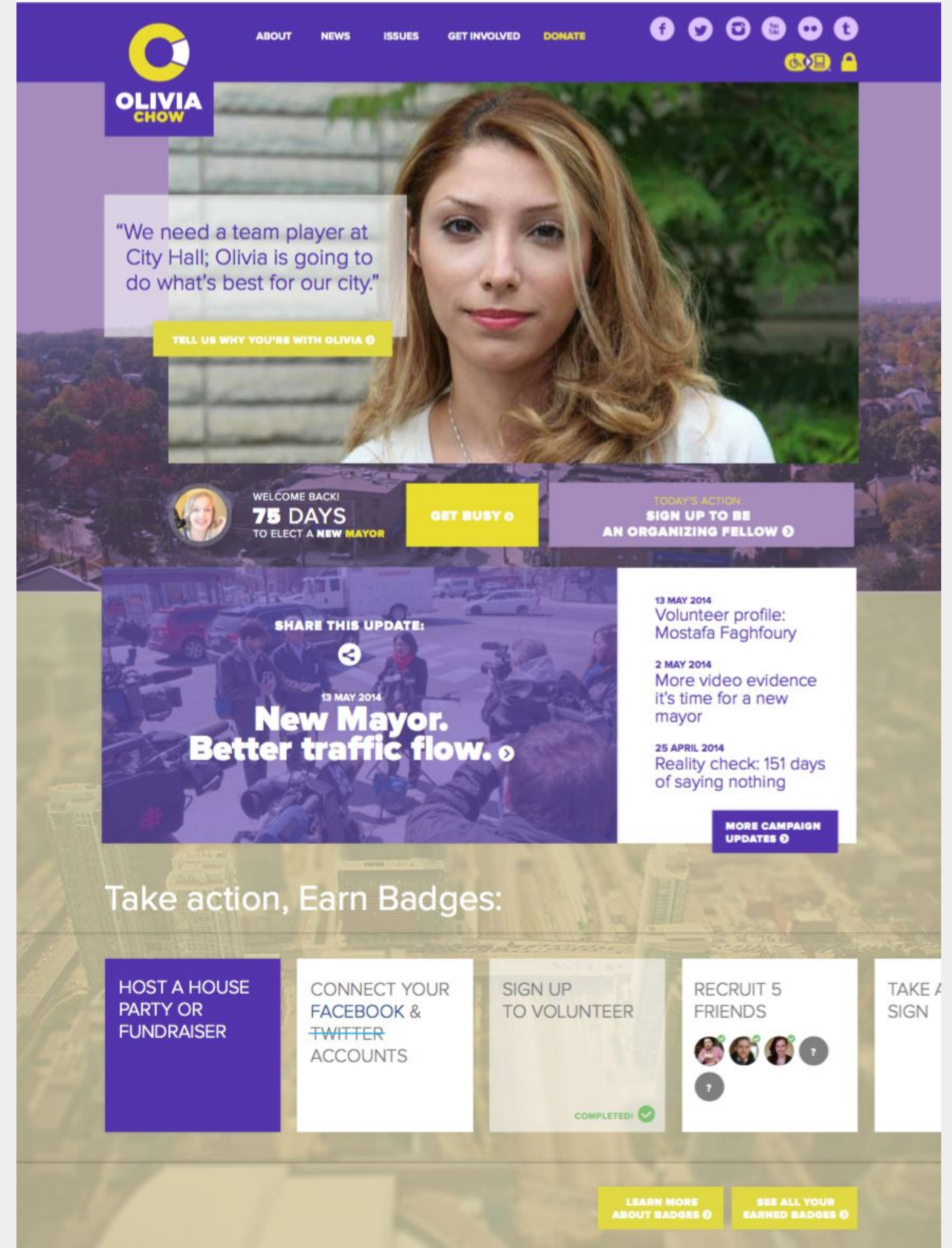
Participation rates through the web were strong, but no one cared about the rewards.





# What we learned from Chow & Bully

- Bully supporters *became* motivated by the film and sought out a way to get involved and we had the most obvious place to take action.
- Chow supporters started motivated and already knew what to expect.
- Borrowing tactics and applying in a different context can create pitfalls.







NEW / MODE

# Listening & responding to your community



Turns out, many thought it was a joke.

# 5 principles of crowdsourced engagement:

1. Show malleability
2. Give recognition
3. Be accessible
4. Build relationships
5. Share ownership



# Tactic 1: ongoing dialogue

Establish processes for discussing and integrating feedback.



Google Drive



# Tactic 2: comment threading

Use comments from your community in your content.

## #CanadaReads: Some of our favourite tweets

This show may focus around five books and five panellists, but giving our audience a memorable experience is why we do this each year. And judging by many of your tweets, Canada Reads 2016 was one of the most memorable ever. Here is a round-up of some of our favourite tweets during show week.

Who knew a reality show about books could get so emotional?



**Maeve551**  
@maeve551

Follow

Poor Clara! Nooooooooo. Birdie eliminated. ... Considering moving to Europe. [#CanadaReads](#) [#gobirdie](#)

1:58 PM - 23 Mar 2016



**alexis kienlen**  
@alexiskienlen

Follow

Okay, [@ClaraHughes\\_](#) made me cry too with her story about refugees. [#CanadaReads](#)

# Tactic 3: solicit thematic input

Solicit input through online channels, break it down into themes and use for new campaign content.

**3737 Comments  
Speaking Up to**

save the  link

**Re: Regulatory environment for platforms, online intermediaries, data and cloud computing and the collaborative economy**



# Tactic 4: Quantitative & Qualitative Analysis

Define a problem statement, collect input, and apply analytical methodologies to identify solutions.



**NationBuilder**

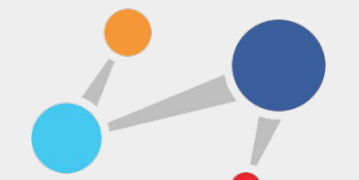
**Typeform**



Google Analytics



**Excel**



**netlytic**



CSTREET



# Tactic 5: crowdsourced plans

Use all of the above to build policy proposals that put people front and centre.





# When people are heard

- 125,000+ action-takers
- Multiple private members bills
- Recommendations under consideration by government





## *4 simple things you can do to improve your email program next week:*

- Send more email by splitting lists based on interest and engagement
  - Make it (a little) harder to opt out
- Bring old supporters back into the fold
  - Follow up with kicker emails

**Josh Stuart (toronto, ON, Canada)**  
 Add background...  
 394.40sc  
 41 (D) · (416) 847-7918 · (416) 837-7918 (m) · [josh@joshstuart.ca](mailto:josh@joshstuart.ca) · [josh@cstreet.ca](mailto:josh@cstreet.ca) · [lksj@cstreet.ca](mailto:lksj@cstreet.ca) ·  
 Tweet  
 1 colleague · 1 organization  
 President at cStreet Campaigns (@cstreet\_ca). I tweet about progressive politics, labour, bikes, baseball, bojack, and craft beer.  
 id: 2 nb: joshstuart  
 t: @joshstuart f: Facebook profile l: /joshstuart w: http://cstreet.ca/  
 Job: Welders, cStreet Point person: Christopher Hubbarde Last contacted by Josh Stuart 3 months ago

Tags: Tar Sands, StefanFollowers, NDPfollowers, followsMalcain, WV\_Import, GR\_Import, Twitter, FB\_mentions, mentions, HeritageTO\_Texts, stop\_cuts\_petition, **healthcaresigners**

Dashboard People Website Communication Finances Settings Live Site

+ New person + New organization Tags Lists More

People Organizations Filter 1 to 30 of 367 655 Actions

Matches all of the following:

Back - Activity

- Has emailed
- Has called
- Has texted
- Has left voicemail
- Date of Twitter interaction
- Has interacted with any broadcaster on Twitter
- Has retweeted
- Number of Twitter interactions
- Number of retweets
- Liked Facebook post from broadcaster
- Date of Facebook post like
- Number of Facebook posts liked
- Has liked fb post**
- User generated content amount
- Counts/dates of broadcaster retweet

New Orleans, LA  
 Mayoral candidate 2 raise \$375 app fee is 1/11/17. #DirectDemocracy #AbolishNSA #AbolishPatents  
 edgePL #FreeSnowden

pitbulls, women and good conversation.. My friends say you should be a therapist I say you'd be sicker

# Notes:

- Using issues-based data we can send email to only people who have taken action on a particular issue.
- Filtering allows us to group together supporters who have taken action in a huge volume of ways including:
  - If they've attended event
  - Where in our ladder of engagement they are
  - What issues they're passionate about
  - Other ways they've interacted with us



HillaryforAmerica.com to me

7 Nov



[Spread the word, forward to your friends!](#)

Paid for by Hillary for America, a grassroots campaign to elect Hillary Clinton and keep Donald Trump out of the White House.

Contributions or gifts to Hillary for America are not tax deductible.

This email was sent to joshstuart1@gmail.com. This is your campaign, so if you have thoughts on anything at all, just click [here](#) to send us a message. If you'd like more information on key policies, visit [hillaryforamerica.com/issues](#). Opening this email on your phone? Click [here](#) to get our Hillary 2016 mobile app now. Getting emails from Hillary for America is one of the best ways to stay in touch with this campaign, but if you really want to scale back, click [here](#) to receive less email and click [here](#) to unsubscribe. There are other ways to stay involved -- be sure to follow the campaign on [Facebook](#), [Twitter](#), and [Instagram](#). I quote encourage this information about the campaign. Hillary campaign about it you're still reading this, you must be a really dedicated Hillary supporter. Yee-haw for you! Thanks so much for doing everything you can to elect Hillary Clinton as our next president.

Hillary for America, P.O. Box 5256, New York, NY 10185

[Privacy Policy](#)



Reply

# Clinton Eblast:

- The unsubscribe link is in the fine print
- Blank space means unsubscribe isn't TOO obvious
- Supporters are offered the ability to receive less email
- Emotional appeal to not unsubscribe



## UNSUBSCRIBE

### We're sad to see you go!

Grassroots mobilization is how we'll level the playing field against candidates with SuperPACs and wealthy donors. We hope you'll reconsider leaving, **make a contribution to the campaign**, or join us on social media at:



FACEBOOK



TWITTER



YOUTUBE



INSTAGRAM



TUMBLR

You can also **choose to receive fewer emails** — we'll only send you what we think are the most important messages from our campaign.

### Process Unsubscribe

YOUR EMAIL ADDRESS

WHY ARE YOU UNSUBSCRIBING? (OPTIONAL):

UNSUBSCRIBE

## Bernie unsubscribe page

- Make an emotional appeal to not leave
- Offer alternatives to stay in touch through social
- Redirect people to donation pages

## Your Email List

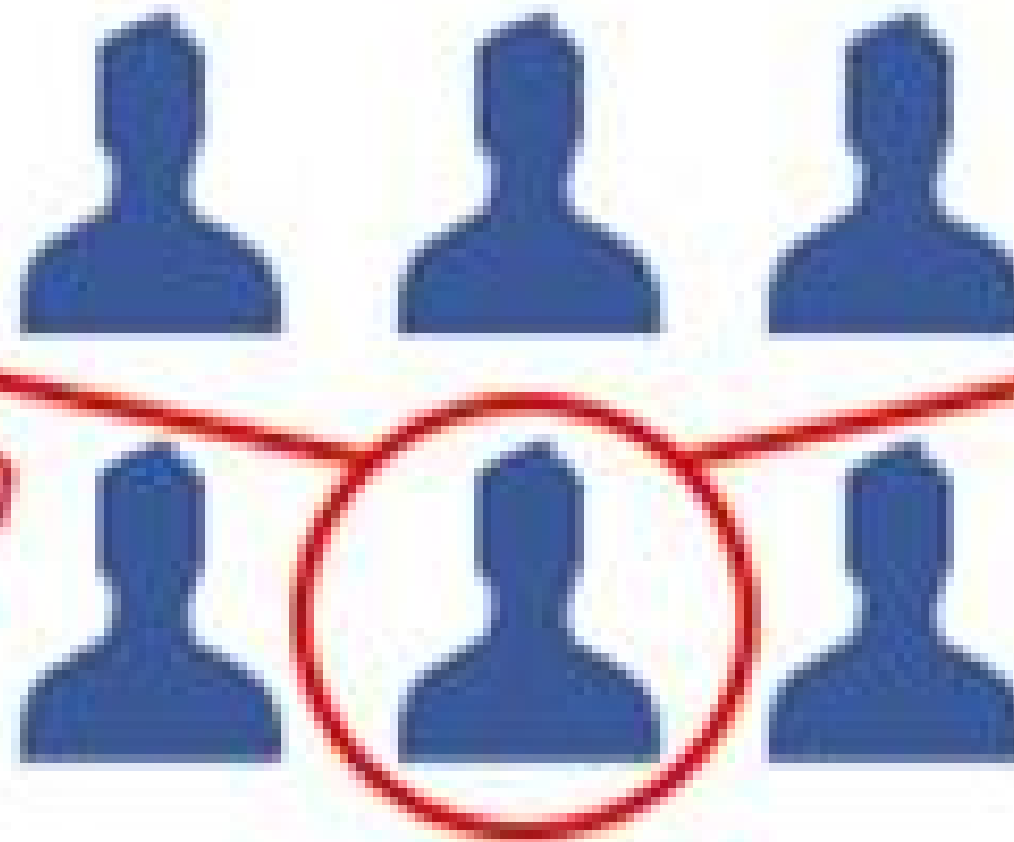
DKeller@adparlor.com

Greg.Smith@gmail.com

LindsayM@email.ca

rockonsara@hotmail.com

## Facebook Users



## Custom Targeted Ad

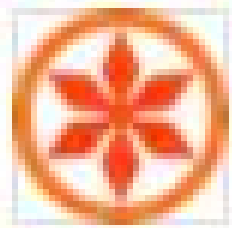
### Range Rover Canada



Like

Current Range Rover owners get steep discounts on financing new models.

## Custom Audience Targeting



**Saskatchewan New Democratic Party**

Sponsored · 🌐

👍 Like Page

I'm Cam Broten, and I'm running to be Premier of Saskatchewan.



## Commit to Vote

Cam Broten and the New Democrats want to make Saskatchewan stronger. Stronger for middle class families. Fairer for people working hard to get ahead. And kinder to our children and our grandparents. Authorized by the Chief official agent for the...

[HTTP://WWW.SASKNDP.CA/PLEDGE](http://www.saskndp.ca/pledge)

Sign Up

👍 Like

💬 Comment

# SNDP – Bringing back unsubscribe

- Upload their email addresses to Facebook ads as a custom audience
- Develop ads that with a CTA that will help you re-acquire their email address
- Use landing pages to improve conversion



# SNDP – Advert Landing Pages

- Use a squeeze-style page
- Keep the call to action as clear as possible
- Previously engaged supporters have higher conversation rates

**Commit to vote**[READ OUR PLAN](#)

▼ EMAIL

▼ POSTAL CODE

SUBMIT

# Notes – Kicker Emails

- Target only non-opens or non-action takers
- Keep it short
- Repeat your call to action
- Personalize the subject line

FW: Before my father faces Hillary



donaldjtrump.com to me

26 Sep

Friend,

Did you see Eric Trump's email?

I'm going to print the list of supporters for Donald Trump at 8:50 PM EST. This is your last chance to get on the list of supporters before Mr. Trump takes the stage.

[Contribute now to get your name on the list.](#)

Brad Parscale  
Digital Director  
Team Trump

----- Forwarded message -----

From: Eric Trump  
Date: Mon, Sep 26, 2016 at 7:02 PM  
Subject: Before my father takes the stage  
To: [joshstuart1@gmail.com](mailto:joshstuart1@gmail.com)

Friend,

Before my father takes the stage to face Hillary Clinton, I'll be giving him a list of supporters who made a contribution just before the big debate.

I want to remind him just how many people are invested in this movement. I want to remind him why he signed up for this fight.



# Tools for Digital Organizing—And How (Not) to Use Them

Feb 9th, 2016 | [josh@cstreet.ca](mailto:josh@cstreet.ca)  
[shamus@newmode.net](mailto:shamus@newmode.net)