

Remote Grassroots Organizing

A Primer

Dan Xie, Political Director
@DanLikeDawn

Student
PIRGs

Agenda

- I. Intro
- II. Principles
- III. How-to
- IV. Tips & Tools
- V. Questions / Discussion

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ky
@kyleighhillerud

Spending the night with my @UConn_PIRG team as we plan digital organizing and all #PledgeToStayHome



StudentPIRGs and UConnPIRG

7:34 PM · Mar 23, 2020 · Twitter for iPhone

9 Retweets 21 Likes

Intro

- Dan (pronounced Dawn) Xie
- University of California - Davis '08
- CALPIRG, 7 years
- NJPIRG, 5 years
- Student PIRGs National, 2 years
- Canvassed in 12 states and D.C.

Current Role - Money, Campaign Strategy,
Coalitions

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Want change? Make it.

njpirgstudents.org

MASSPIRG kicks off first meeting of the 2020 year

MASSPIRG held a virtual meeting of its 2020 year on February 10th. The meeting was held via Zoom and was attended by over 100 members. The meeting was held in the evening and was a great success. The meeting was held in the evening and was a great success. The meeting was held in the evening and was a great success.

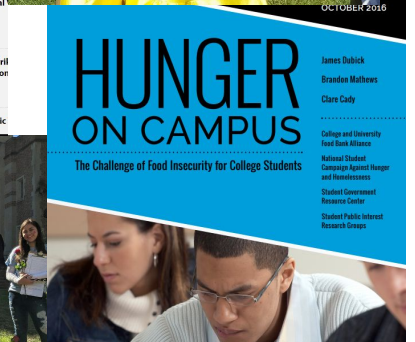


Rutgers group celebrates KFC decision to halt antibiotic chicken use

The New Jersey Public Interest Research Group warned that antibiotic overuse would lead to resistant superbugs



More from New Jersey
Rutgers group celebrates KFC decision to halt antibiotic chicken use
Olympic Hospital



Principles

1. Public health first.
2. Meet people where they're at.
3. Plan, test, re-plan.

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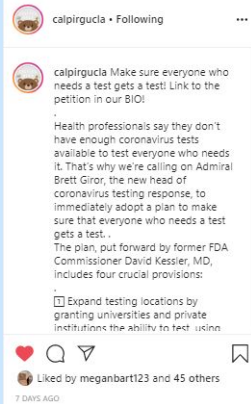
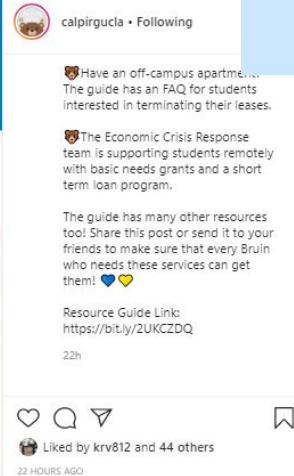
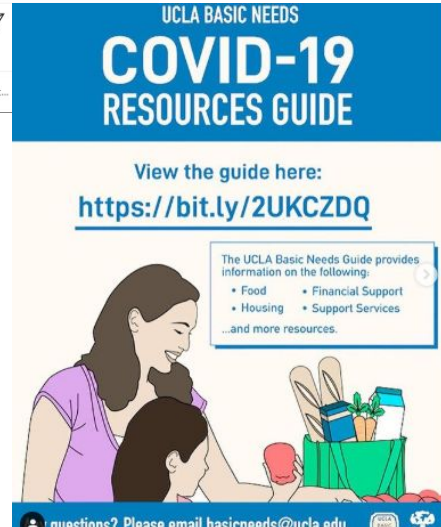
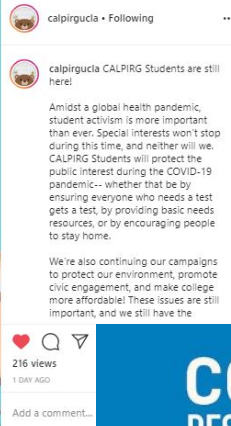
How-to

1. Assess the state of your team and provide them what they need.
2. Assess the state of the communities you're organizing.
3. Adjust your current campaign plans & organizational goals appropriately.
4. Add any coronavirus related actions or campaigns that make sense for your organization.
5. Revise your tactical goals to be digital and remote.
6. Track your progress, test rates, and revise.

Case Study: UCLA



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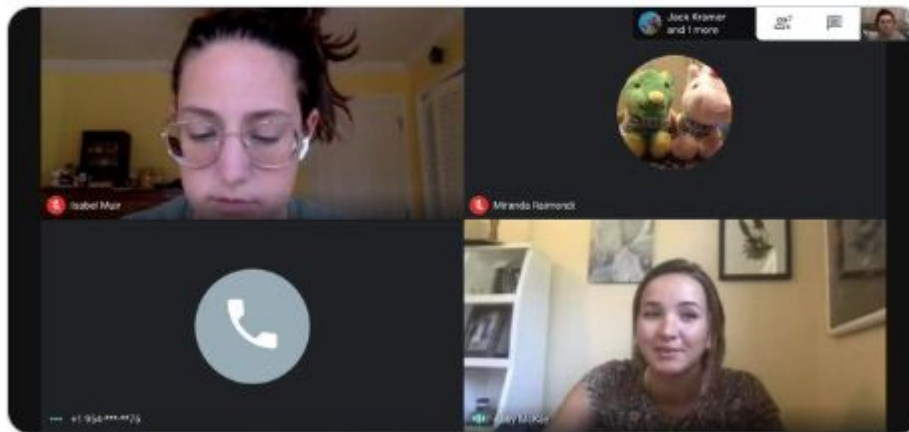
Tip 1: Keep the same structure



Florida PIRG Students @FLOPIRGStudents · Mar 30

Virtual life, virtual classes, virtual...trainings! Today we held our first virtual activist class. Now is the time to come together to collaborate on how to continue to make change in these unprecedented times.

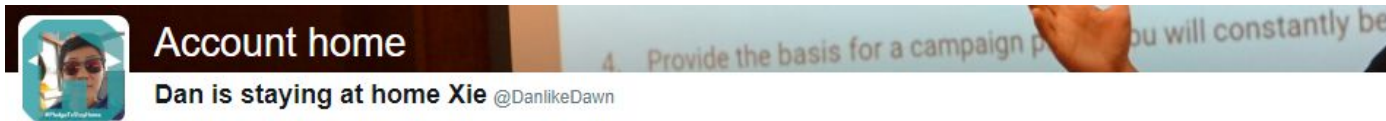
[#PledgeToStayHome](#) [#MoreTests](#)



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Tip 2: Track Your Digital Work

1. The size of your list(s).
2. The response rate / engagement rate of your lists.
3. The efficacy of each tactic in building (1) and (2).
 - a. Time vs. return rate
 - b. Volunteer show rate
 - c. Volunteer retention rate
 - d. Opportunities for leadership



28 day summary with change over previous period

Tweets
66 ↑ 164.0%



Tweet impressions
32.3K ↑ 118.2%



Profile visits
730 ↑ 94.1%



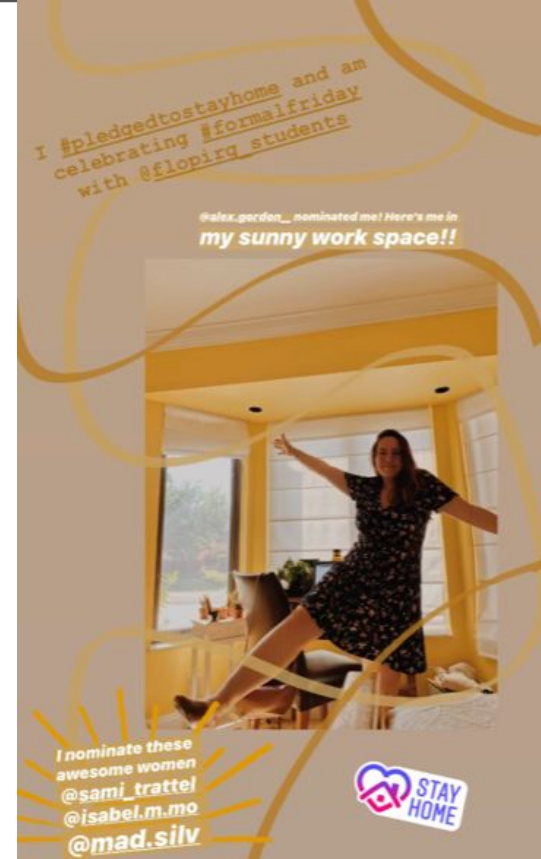
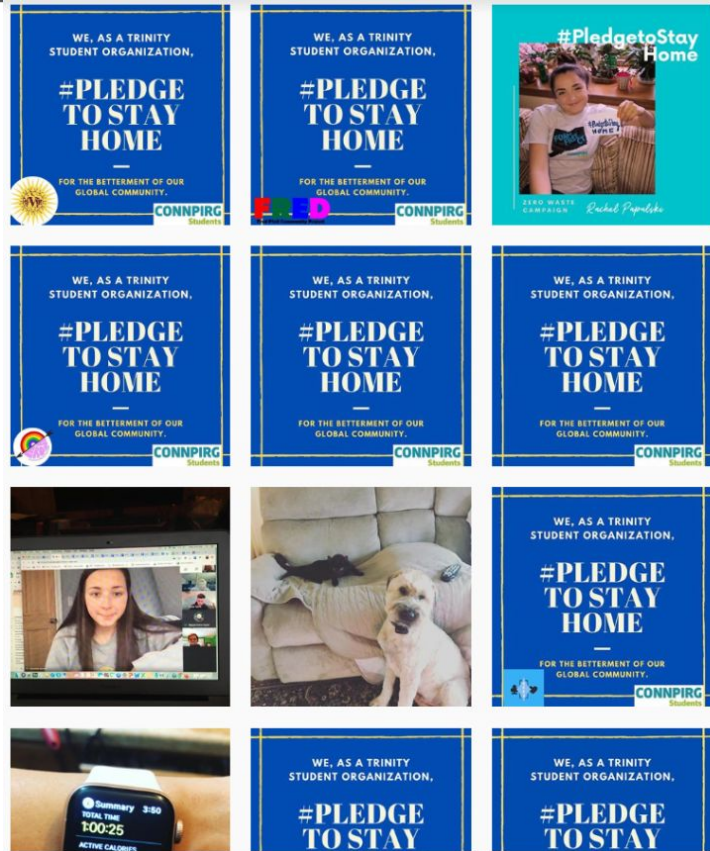
Mentions
28 ↑ 75.0%



Followers
573 ↑ 34



Tip 3: Build Community



Tools

HootSuite

Chirr App

Canva

Remote Organizing Tactics Library

Google Meet Grid View

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↳ MaryPIRG UMD Retweeted



Sarah Shames @ShamesSarah · Mar 27

1/6 This week @UMD_CollegePark started transitioning to online classes... So how is @MaryPIRG making the move? Students are taking the #PledgeToStayHome but that's not stopping us from taking action! On Monday night our chapter met online to continue to make change!



Questions / Discussion

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