Remote Grassroots Organizing

A Primer

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I. Intro
II. Principles
III. How-to
IV. Tips & Tools
V. Questions / Discussion
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
What's a PIRG?
Principles

1. Public health first.
2. Meet people where they’re at.
3. Plan, test, re-plan.
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.
Student activism is going digital!

CALPIRG Students

Case Study: UCLA

Student PIRGs

COVID-19 RESOURCES GUIDE

View the guide here:

INCREASE COVID-19 TESTING NOW

SIGN THIS PETITION

CALPIRGStudent

look they're following the link in our bio to sign up to volunteer with CALPIRG

6:51 PM · Mar 30, 2020 · Twitter for iPhone
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
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