

Digital Organizing

Wir können wir Massenmails nutzen?

Check-In

- Wer bist du?
- Wo bist du aktiv?
- Hast schon Erfahrung mit Newslettern/Massenmails gesammelt?

Die Linke



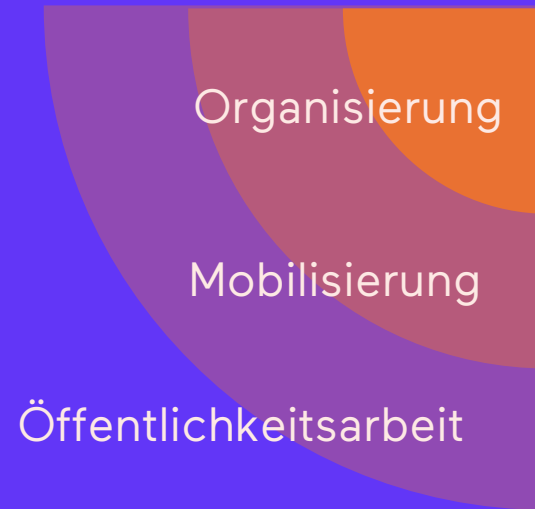
**extinction
rebellion**



END CEMENT

Organizing??

Personalisierung des Kontakts



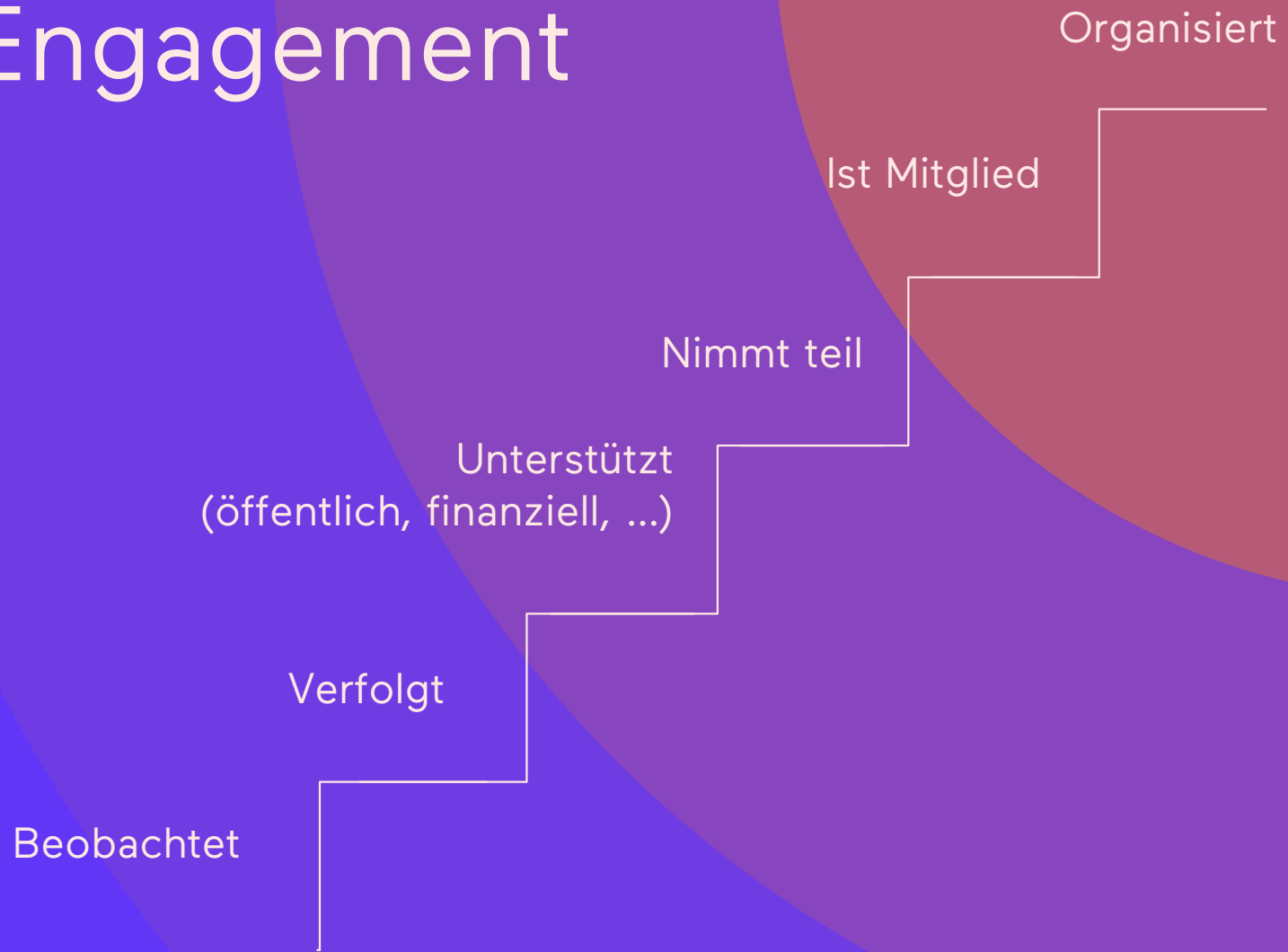
Breite der Zielgruppe



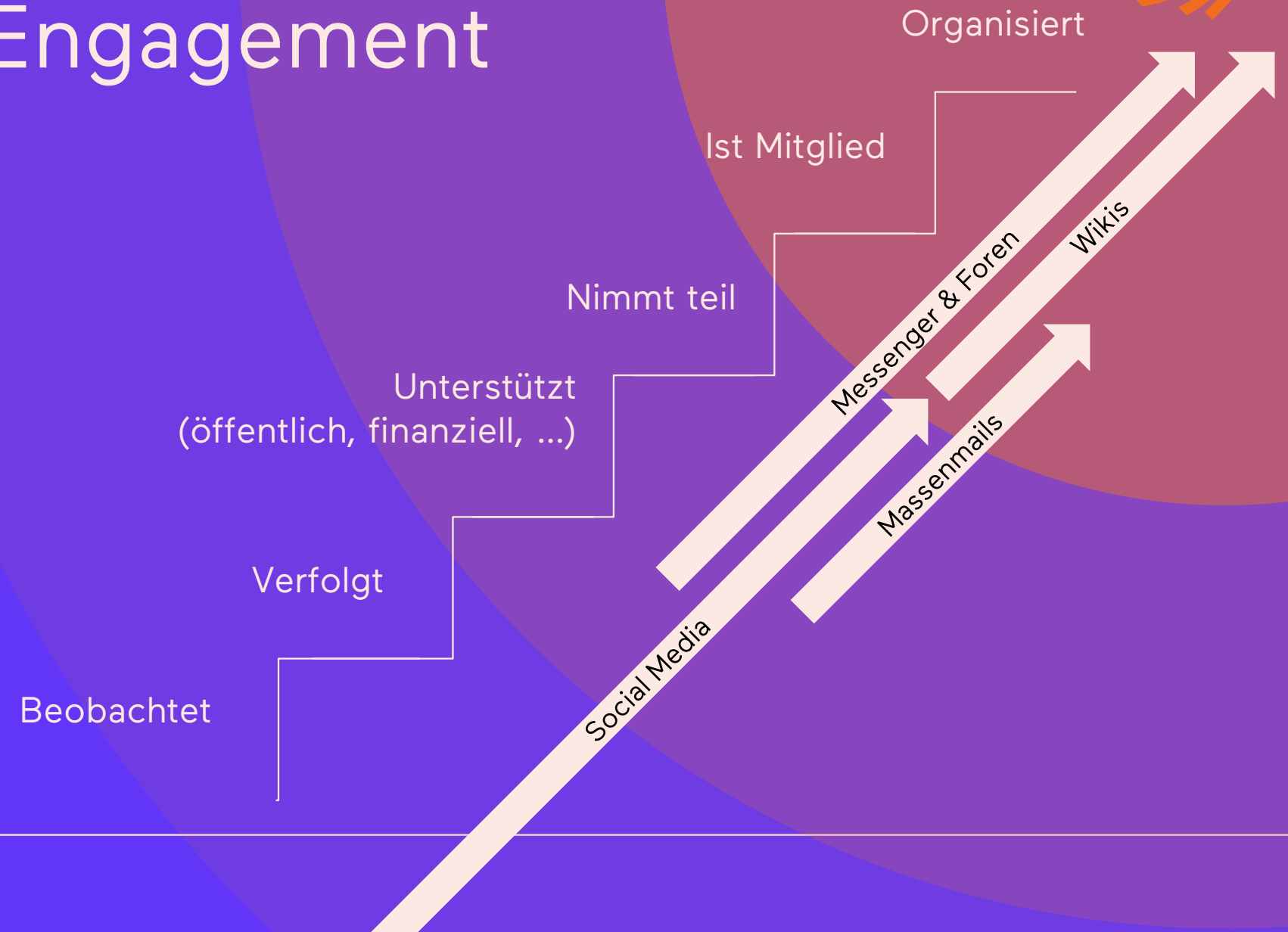
Warum digital?

- Jeder Weg ist wichtig
- Mehr Menschen schneller & einfacher erreichbar
- Unsere Gegner verwenden es auch
- Risiken/Einschränkungen:
 - Gewisser Aufwand
 - Fehlende Sicherheit
 - Exklusion
 - Entwurzelung
 - Hierarchie

Ladder of Engagement



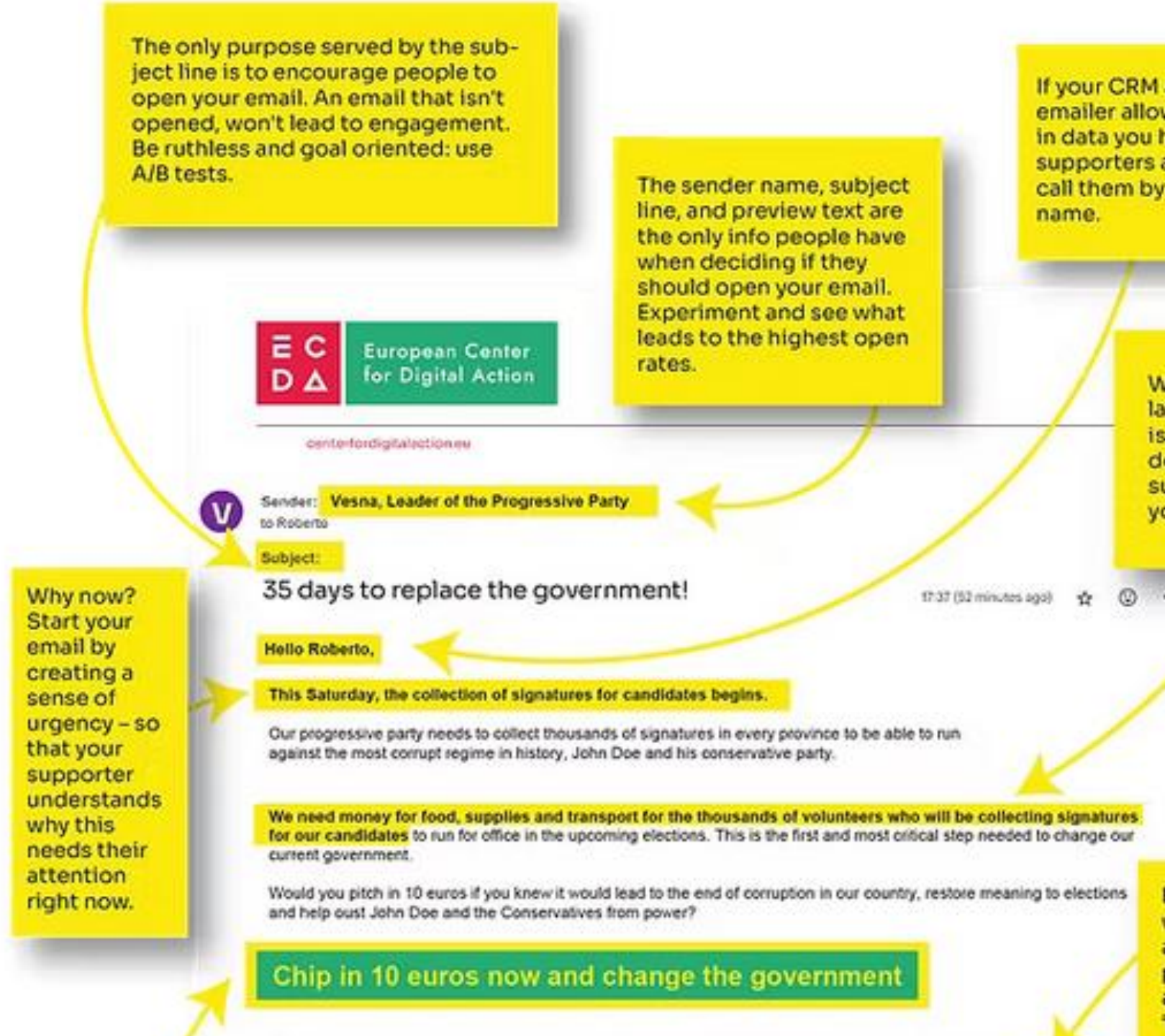
Ladder of Engagement



Warum Mails?

- Ihr erreicht viele Menschen (>80% der Deutschen)
- Ihr könnt testen
- Ihr könnt personalisieren
- Ihr unterstützt keinen Scheißkonzern
- You own the data

Eine gute Mail?



Eine gute Mail?

supporter understands why this needs their attention right now.

We need money for food, supplies and transport for the thousands of volunteers who will be collecting signatures for our candidates to run for office in the upcoming elections. This is the first and most critical step needed to change our current government.

Would you pitch in 10 euros if you knew it would lead to the end of corruption in our country, restore meaning to elections and help oust John Doe and the Conservatives from power?

Chip in 10 euros now and change the government

Our incredible volunteers are ready to get out there but they need your support. We understand that it may seem like donating just 10 euros will not be worthwhile for such a huge task but in the time it took you to read this email, someone has already donated their 10 euros.

They donated in the hope that you will support us too, because this is how we will win, by working together.

Please support our campaign today with 10 euros, if we all pitch in, we can replace our corrupted government in 35 days.

Chip in 10 euros now and change the government

There is only one way, and it is forward!

Thank you for your support.
Vesna, Leader of the Progressive Party

Buttons visually lead supporters to the call to action. Make it easy for them to skim the email and act.

Your supporter gets tons of emails everyday. Their attention, time and money gets pulled in thousands of directions. Making the action you need from them time-bound, helps create this feeling of imperativeness. The time to act is now!

Vorgehensweise



1. List building

- Petitionen
- Bei Events Unterschriften sammeln
- „Erklärung“ unterschreiben
- Kurze Umfragen

2. List engagement

- Umfragen
- Zu Online Events einladen
- Zu Event einladen
- Von Aktion oder Event berichten
- Kleine Spende abfragen
- Sticker verteilen
- Ideen sammeln

3. Mobilize & Organize

- Zu Wiederholender Spende einladen
- Für bestimmtes Event stärker aktiv werden
- Zu Haustürgesprächen einladen
- Freund*innen einladen
- Firma nerven/anrufen

Vorgehensweise



Spenden!

—Warum?

- Bedeutet für manche Partizipation
- Kann eure Kapazitäten erhöhen

—Wie?

- Aktionsorientiert
- Personenzentriert
- Kombiniert mit Organizing
- Geplant

Software

- Newsletter Fokus:
 - Self Hosted Stuff (wie Mailtrain etc.)
 - Mailchimp
- Full Circle Software:
 - Action Network
 - NationBuilder
- Spenden
 - OpenCollective
- (Petitionsplattformen
 - Inn.it)

Und jetzt?

–Fragen

- Was war davon für uns neu?
- Was bedeutet das für meine Gruppe?
- Was gibt es dadurch zu gewinnen?

–Mehr Infos

- ECDA <https://www.centerfordigitalaction.eu/>