

Digital Organizing Resource Guide:

Email, Phone + Text, Social Media, Web, Petitions + Pledge Cards, Digital Ads, Design, and Mutual Aid

With the COVID-19 pandemic and the need for social distancing, advocates and organizers must shift our organizing strategies to build BIPOC political power and to ensure our collective health and wellbeing.

People will be engaging in social distancing for an indeterminate amount of time, so organizing strategies relying on in-person events, canvassing, and more must be postponed. Additionally, our communities are in need of resources and mutual aid.

Digital organizing will be essential.

This document is a curated list of resources for different digital organizing strategies, along with a section about how mutual aid and other demands can be incorporated into your work. **Thank you to Social Movement Technologies (SMT) for providing much of these resources. Consider signing up for an [SMT Digital Campaigning Course](#) or [requesting an online group training](#).** And for census-specific digital organizing help, check out the [Census Counts coalitions' digital organizing webinars](#).

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General Digital Organizing Tips

Need a refresher on the principles of digital organizing? Below are some quick reads.

- [Digital Organizing: What Is It?](#) (estimated read time: <5 min.)
- [Digital Organizing 101: What is a Ladder of Engagement and Why Do I Need One?](#) (estimated read time: <5 min.)
- [Intro to Story-Based Strategy](#) (estimated read time: 10 min.)
- [It's All Just Organizing](#) (estimated read time: 20 min.)

Email Tips

One of the most crucial parts of digital organizing is building, managing, and engaging your lists. Much of this can be done by doing thoughtful email campaigns. Take a look at the resources below to learn a bit more about using email for digital organizing.

- [SMT Training: Email List Management recording](#) (watch time: 50 min.)
- SMT Training: Email Writing For Action [slides](#) and [recording](#) (watch time: 70 min.)
- [Campaign Monitor: The Ultimate Guide to Email Marketing for Nonprofits](#) (estimated read time: 15 min.)
- [Salsa Labs: 12 Tips for Growing Your Email List](#) (estimated read time: 15 min.)
- [CauseVox: Techniques to Grow Your Nonprofit Email List](#) (estimated read time: 5 min.)

Phone and Text Tips

Phone banking is a tried and true method of organizing. Text-banking has grown in popularity in recent years and is an excellent way to build relationships with and engage your lists. Check out some of the tips below to see how you can use phone and text banking for your campaigns, and learn about some of the texting tools that are out there.

- [Swing Left Academy Phone Banking 101 Recording](#) (watch time: <5 min.)
- [NGPVAN How to Host a Phone Bank](#) (estimated read time: 5 min.)
- [SMT Text Messaging Tools Comparison Spreadsheet](#) (estimated read time: 15 min.)
- [State Voices Digital Organizing Content Guide: SMS and Pledge Cards](#) (estimated read time: 15 min.)

Social Media Tips

Social media is a powerful vehicle for social change, especially when trying to engage younger activists. There are a variety of social media platforms, and you should focus on the ones that your community is on the most! Whether you use Facebook, Twitter, YouTube, LinkedIn, Instagram, TikTok, or another platform, social media is a way to connect with other organizers and collectives, create and amplify demands and calls to action, and build momentum for our issues.

- [SMT Training: Growing Your Twitter Account recording](#) (watch time: 60 min.)
- [SMT Twitter Plan of Action Template](#) (estimated read time: 10 min.)
- [SMT Training: Facebook Groups Case Study with Pantsuit Nation slides](#) (estimated read time: 15 min.)
- [7 Social Media Content Writing Tips](#) (estimated read time: 10 min.)
- [Engaging Social Media 7 Social Media Content Writing Tips for Advocacy](#) (estimated read time: 5 min.)

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- [Infosheet: Quick Social Media Tips For Activists & Citizen Journalists](#) (estimated read time: 10 min.)
- [Values and Social Media: Top Tips for Digital Activists](#) (estimated read time: 15 min.)

Web Tips

Have you considered how you can optimize your organization's website for digital organizing? Whether it's thinking critically and intentionally about what kinds of content get priority on your homepage, to making sure people can easily sign up to your list, review resources below about how you can make your website a digital organizing powerhouse.

- SMT Training: Websites for Organizing [slides](#) and [recording](#) (watch time: 60 min.)
- [Mobilisation Lab: Using Online Technology for Coalition Campaigns](#) (estimated read time: 20 min.)

Petition and Pledge Card Tips

- [State Voices Digital Organizing Content Guide: SMS and Pledge Cards](#) (estimated read time: 20 min.)
- [State Voices Census Digital Pledge Card Program Overview](#) (estimated read time: 20 min.)
- [State Voices Census Digital Pledge Card Program recording](#) (watch time: 50 min.)

Digital Ads Tips

Investing in ads can help increase engagement and donations for your organization. From Google's free \$10k in ads for Google Nonprofits to putting some money into promoted posts on social media, strategically placed targeted ads are a useful tactic in digital organizing.

- [Whole Whale: Digital Advertising for Nonprofits](#) (series)
- [Classy: 4 Types of Paid Advertising That Increase Donations](#) (estimated read time: 10 min.)
- [Classy: Google for Nonprofits—How to Turn \\$10K in Free Advertising Into Online Donations](#) (estimated read time: 10 min.)
- [CauseVox: A Nonprofit's Complete Guide to Facebook and Instagram Ads](#) (estimated read time: 30 min.)

Design Tips

Content that has compelling visuals tends to get more engagement than content without it! How can you incorporate art and design into your work? How can you create graphics to accompany your calls to action and different outreach? Check out some design tips below.

- SMT Training: Participatory Design for Progressive Campaigns [slides](#) and [recording](#) (watch time: 10 min.)
- [25 Epic Graphic Design Tips for Non-Designers](#) (estimated read time: 20 min.)
- [Graphic Design Tips for Beginners](#) (estimated read time: 10 min.)
- [Design 101: How to Make Great Graphics Without Design Skills](#) (estimated read time: 40 min.)
- Useful stock photo websites: [unsplash.com](#), [nappy.co](#), [tonl.co](#), [createherstock.com](#), [burst.shopify.com](#)
- Useful graphic design tools: [canva.com](#) (graphics), [giphy.com](#) (gifs), [pixlr.com](#) (photos), [kizoa.com](#) (video)

Incorporating Mutual Aid

During this pandemic, many people can't work. Children can't go to school. People have a limited amount to eat, and some people don't have a home to go to. **Providing mutual aid, where we provide material support to each other as community members, is important to organizing.** We keep each other safe, and we can politicize each other as we do it!

The principles of mutual aid emphasize the power of community, our potential to keep each other safe outside of oppressive structures, the need for anti-capitalism and anti-racism, and more. There are clear ties between mutual aid and our civic engagement and advocacy work.

Here is some information on mutual aid projects. You can amplify existing mutual aid projects in your area using your digital organizing skills, or you can start a mutual aid project yourself if your neighborhood doesn't have one!

- [Big Door Brigade: What Is Mutual Aid?](#)
- [COVID-19 Mutual Aid & Advocacy Resources](#) (this contains a state-by-state breakdown of mutual aid projects happening across the country!)
- [Teen Vogue: People Are Fighting the Coronavirus With Mutual Aid Efforts to Help Each Other](#)
- [Wear Your Voice: Mutual Aid And Radical Care In The Time Of Increased Uncertainty](#)
- [Example of Mutual Aid from the Okra Project](#)
- [Example of Mutual Aid from Inside/Outside Soap Brigade and Survived & Punished NY](#)
- [Zora Mag: Trans Communities Are Demonstrating Incredible Resilience](#)