

// MAY 14, 2021

# TRANSFORMING INFLUENCE & POLICY: DIGITAL ADVOCACY TRAINING FOR THE COVID-ERA & BEYOND



## Influencing Policy: THEN & NOW

# THEN: OLD SCHOOL





**THEN:**  
**OLD SCHOOL**



**THEN:**  
**OLD SCHOOL**

# NOW: DEMOCRATIZING ADVOCACY





We need to ensure that everyone has access to paid family and medical leave to care for an

# NOW: DEMOCRATIZING ADVOCACY



A top-down view of a workspace on a white wooden desk. A silver laptop is open on the right, with a hand typing on the keyboard. To its left is a tablet displaying a colorful abstract image, with a hand holding a blue pencil over it. A spiral notebook is at the top. In the bottom right, there's a blue mug with a spoon, a green triangular ruler, and yellow sticky notes. A dark grey folder is also visible.

# **TOOLS OF THE TRADE: USING DIGITAL & SOCIAL MEDIA FOR EFFECTIVE ADVOCACY**

# The Changing Digital Landscape: Here to Stay

## THE NEW NORMAL



Digital Advocacy Days



Virtual Hill Days / Fly-Ins



Zoom Meetings



Email Advocacy



Virtual Press Events



Text messaging advocacy &  
communications

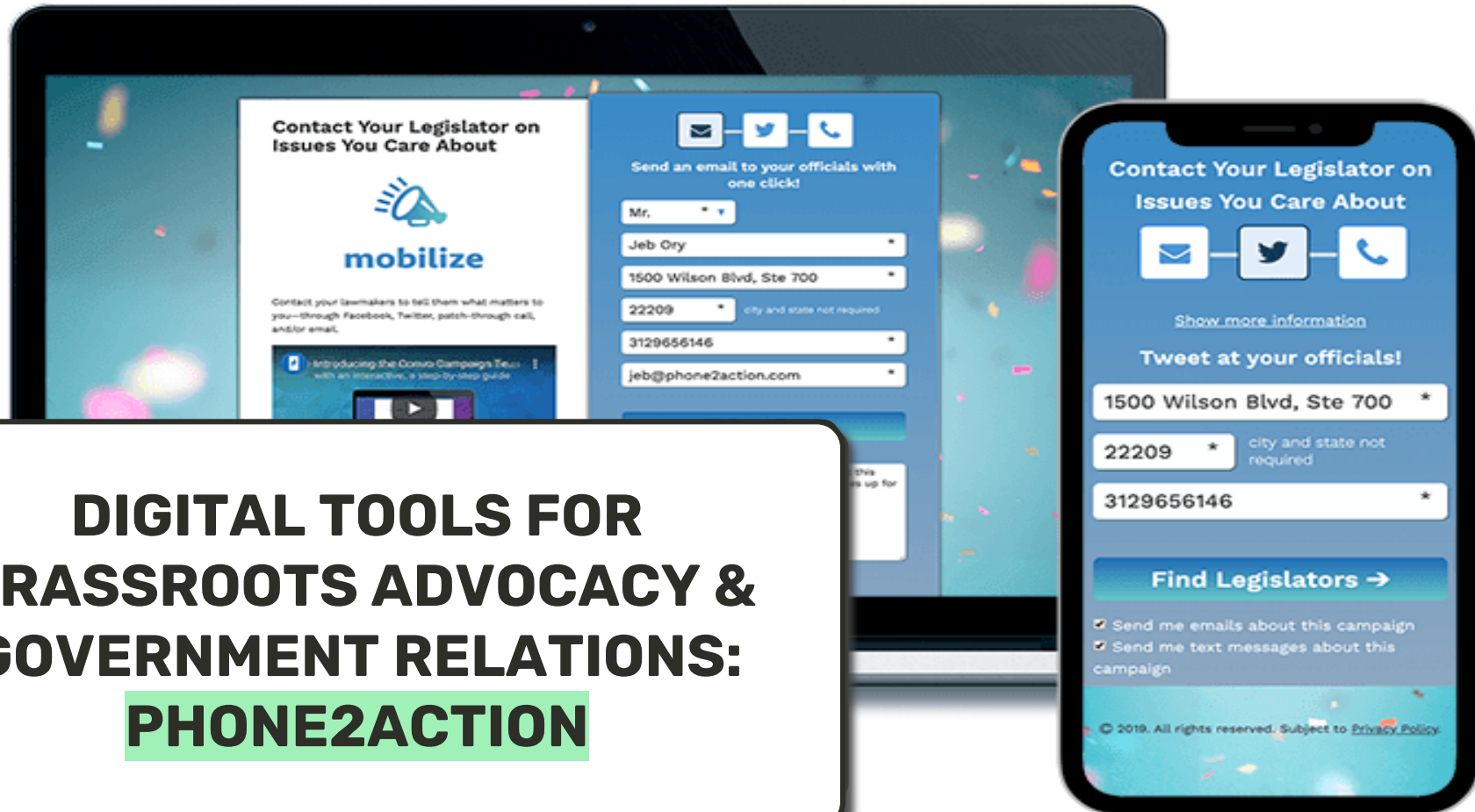


# The Changing Digital Landscape: Here to Stay

## DIGITAL TRENDS

- Digital video is booming - both streaming services and social media
- Podcasting is becoming more popular
- Increased social media usage
- Growing diversity of social media usage
- Daily activities, routines, and expectations switched to digital
- Change of tone of digital communications

# DIGITAL TOOLS FOR GRASSROOTS ADVOCACY & GOVERNMENT RELATIONS: PHONE2ACTION



# Our Favorite Digital Advocacy Tool: Phone2Action

## CALLS-TO-ACTION



Sign up for email and text alerts



Sign a petition



RSVP for a virtual or in-person event



Send an email message to targeted legislators

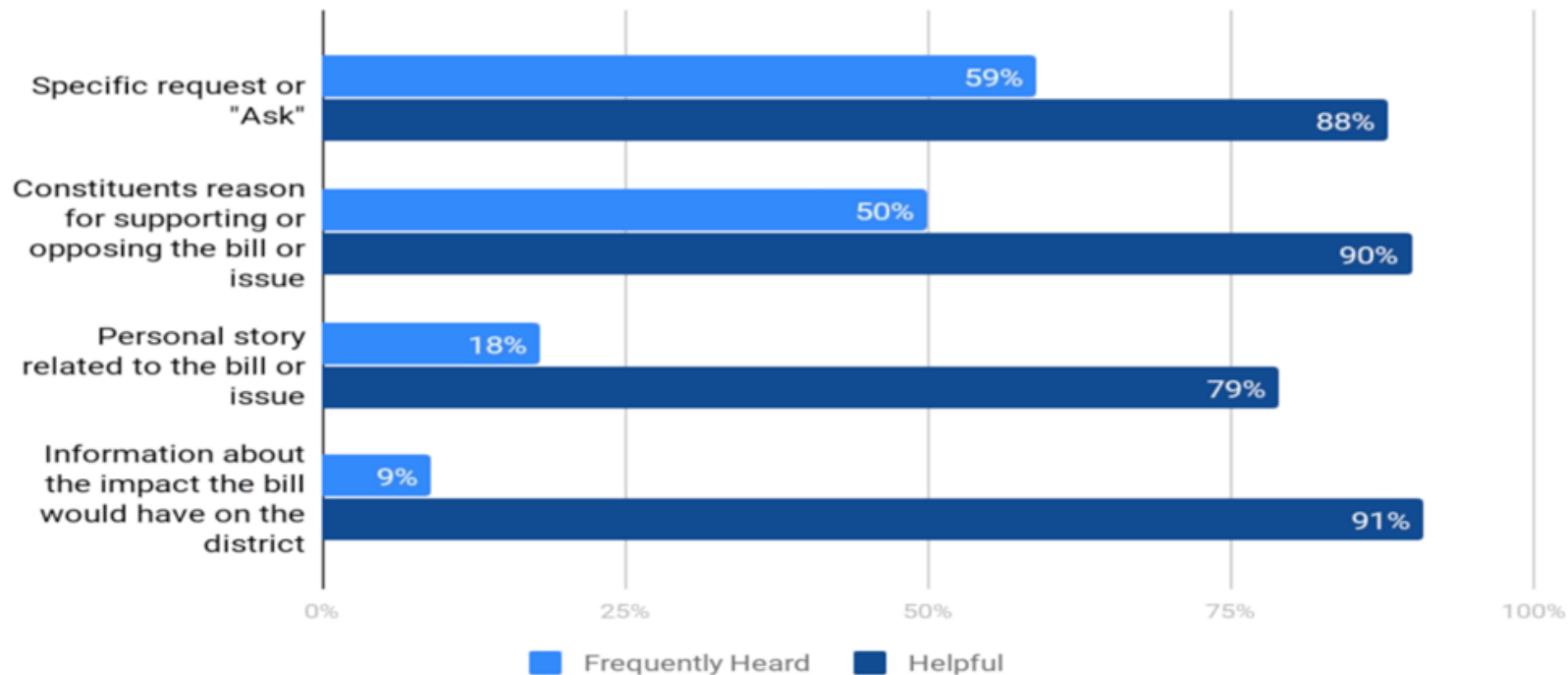


Connect with their personal legislators



Sign up via text keyword

# Keys to Successful Asks



# Digital Advocacy Trends: BEFORE vs. NOW

## BEFORE



6% conversion rate on all calls-to-action



6% text conversion rate



7 million emails sent via Phone2Action

## NOW



16% conversion rate on all calls-to-action



11% text conversion rate



12.4 million emails sent via Phone2Action



From March 13 - May 30, roughly

**70%**

of supporters who responded to an advocacy campaign did so using a mobile device.

From March 13 to May 30, advocacy shares on Facebook grew more than

**287%**

There was more local advocacy in the first

**6 months**

of 2020 than in all of 2019.



**QUESTIONS?**

# POP QUIZ!

The first person to answer correctly in the chat will win a prize!

**Q: What social media platform saw an increase in usage by 287% in spring 2020?**

# CASE STUDY:

## The Family Care Act



### THE ISSUE

Paid family and medical leave programs allow working individuals to take time off of work to care for themselves or a family member when a serious medical need arises.

The **Family Care Act** is proposed legislation to establish a state-managed insurance program covering all workers in Pennsylvania.

# The Family Care Act: DIGITAL STORYTELLING DAYS

## OBJECTIVES

- To share compelling, personal stories as evidence of the need for paid leave
- To highlight bipartisan support of paid leave in PA
- To emphasize the widespread impact paid leave would have on the racial, economic, and gendered disparities exposed during COVID
- To drive traffic to Family Care Act website's "Story Corner"



# The Family Care Act: DIGITAL STORYTELLING DAYS

## TACTICS

- Engaged coalition partners to gather dozens of paid leave stories
- Virtual press conference with lead sponsors
- Live roundtable with coalition partners speaking to paid leave's impact on:
  - Individuals with disabilities and complex medical conditions
  - Restaurant and service industry workers
  - Manufacturers and small businesses
  - Maternal and infant mortality
- Live Twitter "Story Storm"



EVERYONE DESERVES  
PAID LEAVE



Paid Family and Medical Leave is very important because you need time to care for yourself or a loved one. In 2009 I had complications after delivering my baby due to having the epidural and no feeling in my legs. I had to take an additional eight weeks off. I cared for my oldest child, my newborn, and my husband who had an unexpected surgery. I exhausted all of my sick time, so didn't get paid for two months. I think paid leave is very needed because let's face it, life happens to us all.



TAMARA COX

#PAIDLEAVEFORALL



THE  
FAMILY  
CARE ACT  
It's the right thing to do.



EVERYONE DESERVES  
PAID LEAVE



When I was first diagnosed with MS, I was in the hospital for two and a half months. I was self-employed, and my husband was a bartender. We had no family leave.

I had savings and family help. I was fortunate. But the time I spent in the hospital was extremely difficult. We had to move because we lived on the upper floors of a duplex. I have used a wheelchair since my hospitalization.

When I came out of the hospital, I needed to hire an aide out of my own pocket. I needed a lot of help, and my husband had to work. Family leave could have helped alleviate a major stressor, which we desperately needed. I needed my husband home with me to help at that critical time.

KRISTEN O'TOOLE

#PAIDLEAVEFORALL



THE  
FAMILY  
CARE ACT  
It's the right thing to do.



# THE STORY CORNER

Check it out on FamilyCareAct.com!



# The Family Care Act: DIGITAL STORYTELLING DAYS

## RESULTS

- 55+ personal stories shared
  - Check them out at the FCA Story Corner:  
[www.familycareact.com/story-corner](http://www.familycareact.com/story-corner)
- 533% increase in page views
- 901% increase in post reach
- Twitter results:
  - Story Storm alone reached 2,800+ users
  - 4,300+ total
- Press conference viewed almost 700 times
  - Seen by more non-followers than followers
- Roundtable viewed almost 200 times



# YOUR TURN!

Text the keyword

**FAMILY**

to the number

**52886**



# Open Primaries PA: DIGITAL ADVOCACY DAY

## THE ISSUE



OPEN  
PRIMARIES  
PA

Pennsylvania's closed primary election system means that roughly 1.2 million independent registered voters are shut out of participating in the primary process, even though their tax dollars help fund it. The closed system also helps drive political polarization and results in more "extreme" candidates on general election ballots.

# **Open Primaries PA:** **DIGITAL ADVOCACY DAY** - *May 2020*

## **GOAL**

To grow momentum, engage coalition partners and grassroots supporters, and engage with legislative champions to increase visibility and support for open primaries in Pennsylvania.

# Open Primaries PA: DIGITAL ADVOCACY DAY

## TACTICS

- Facebook Q&A
- Phone2Action Legislator Contact Campaign
- Story squares from Independent Voters
- “I’m One of Them” Frame for social media profiles
- Paid digital advertising campaign to connect with new Independent Voters
- Videos from supportive legislators



**Nancy H.**  
Elkins Park,  
PA



“

I believe the partisan system is increasingly destructive of our democracy and our political life. All voters should be allowed to vote in all elections.

We are forced to pay for these private clubs (the parties) to conduct elections that determine the choices in the general elections. Not only is this undemocratic and unfair, but it also prevents ordinary Pennsylvanians from having a voice in policy decisions in our state that affect all of us.

”

1,008

People Reached

65

Engagements

[Boost Post](#)



#4:

**WHAT IS YOUR HOPE  
FOR THE FUTURE IF  
PENNSYLVANIA  
SUCCESSFULLY OPENS  
ITS PRIMARY SYSTEM?**



344

People Reached

75

Engagements

[Boost Post](#)



19

9 Comments 3 Shares

# Open Primaries PA: DIGITAL ADVOCACY DAY

## RESULTS

- 53 advocates contacted legislators
- 255 new advocates signed up to receive future action alerts
- Identified 50+ “Super Advocates” likely to engage further on the issue via social media
- 200% increase in page followers (36 new in one day)
- 854 views on video message

# Children's Aid Society Foundation: ONLINE LEARNING DAY



## THE CAUSE

CASF provides resources to the Children's Aid Home Programs. For more than 100 years, the Home has provided residential care, foster care, behavioral health services, special education programs to youth in Somerset County and throughout the SWPA region.

# Children's Aid Society Foundation: ONLINE LEARNING DAY

## OBJECTIVES

- Tell CASF's story
- Grow social presence
- Increase online giving
- Launch endowment campaign

**OUR CHILDREN,  
THEIR FUTURE:**  
CHILDREN'S AID HOME PROGRAMS'  
ONLINE LEARNING DAY

**Kicks off  
TODAY @ 9am!**

*Head over to our Facebook page  
from 9am - 5pm today to join in!*

**Facebook.com/CASocietyFoundation.org**

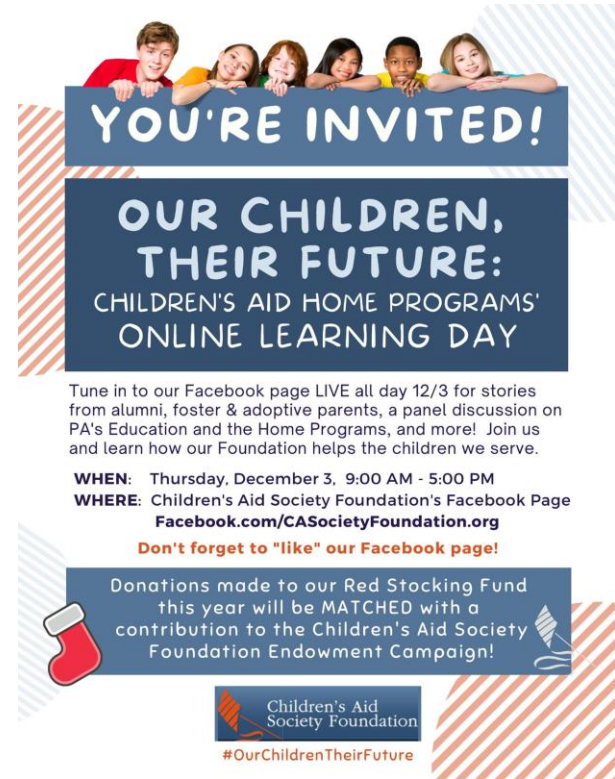
**#OurChildrenTheirFuture**



# Children's Aid Society Foundation: ONLINE LEARNING DAY

## TACTICS

- Physical mailers
- Alumni, Trustee, and Board videos
- Community stories
- Panel discussion



**YOU'RE INVITED!**

**OUR CHILDREN,  
THEIR FUTURE:**  
CHILDREN'S AID HOME PROGRAMS'  
ONLINE LEARNING DAY

Tune in to our Facebook page LIVE all day 12/3 for stories from alumni, foster & adoptive parents, a panel discussion on PA's Education and the Home Programs, and more! Join us and learn how our Foundation helps the children we serve.

**WHEN:** Thursday, December 3, 9:00 AM - 5:00 PM  
**WHERE:** Children's Aid Society Foundation's Facebook Page  
[Facebook.com/CASocietyFoundation.org](https://Facebook.com/CASocietyFoundation.org)

**Don't forget to "like" our Facebook page!**

Donations made to our Red Stocking Fund this year will be **MATCHED** with a contribution to the Children's Aid Society Foundation Endowment Campaign!

  
#OurChildrenTheirFuture

# STORY POST:

## CASF Memories

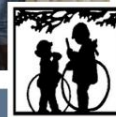
First - The old building on East Main St. and the months living there as a child.

Learning about myself with the help of countless people who still dedicate their lives to the Children's Aid Home & Society today.

Second - The groundbreaking of the new facility.

Having the pleasure of being a very small part of the next steps in helping the youth of our communities by providing them with greater opportunities to be successful.

Tim M.



## The Impact of CASF

A long time ago, I was a troubled youth from a troubled family.

I am proud to say that I am an alumnus, foster child, and now a member of the Board of Directors.

#OurChildrenTheirFuture

## VIDEO POST:





# Children's Aid Society Foundation: ONLINE LEARNING DAY

## RESULTS

- Added 60 page likes
  - 5,900% ↑
- Page Views
  - 5,133% ↑
- Reached 3,802 users
  - 39,464% ↑
- Engagement 1,190
  - 39,567% ↑
- Video(s) reach 2,800
  - 100% ↑

**QUESTIONS?**

# POP QUIZ!

The first person to answer correctly in the chat will win a prize!

**Q: What 3 organizations did we discuss as case studies?**

# **STAFF, OUT LOUD:**

An Inside Perspective on Advocacy  
and Making an Impact

## // TRANSFORMING INFLUENCE & POLICY



**KATRINA HANNA**

Chief of Staff

PA Senator Camera Bartolotta,  
46th District (Beaver, Greene,  
Washington)



**MARTELL COVINGTON**

Legislative Aide

PA Senator Jay Costa,  
43rd District (Allegheny)

# THANK YOU!

DO YOU HAVE ANY  
QUESTIONS?

Jefferson  
 Regional  
Foundation

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412-551-1770

[www.DennyCivicSolutions.com](http://www.DennyCivicSolutions.com)

  
Denny Civic Solutions  
TURNING IDEAS INTO ACTION