



STOP SENDING EMAIL AND START RUNNING EMAIL CAMPAIGNS

PART ONE - EMAIL CAMPAIGN ANATOMY & PLANNING

Firefly Partners

INTROS

Who are these Firefly Folks?



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CAMPAIGNS 101



Does your issue require a blast or a campaign?

- ⊙ 2 weeks (or more) lead time
- ⊙ Need action from supporters
- ⊙ Success is vital to your issue or organization
- ⊙ Requires high engagement levels

CAMPAIGN FLAVORS



- ① Advocacy
- ① Fundraising
- ① Increase House File
- ① Communication/Messaging
- ① Surveying

CAMPAIGN BUILDING BLOCKS



- ① Email Messages
- ① Online Fundraising
- ① Action Alerts/Advocacy Tools
- ① Website
- ① Tell A Friend
- ① Social Networking Sites

EMAIL MESSAGES

Who's Doing it Right

The Humane
Society



Watch this video of our recent rescue operation in Washington state. Then please make an emergency gift below to ensure our rescue operations can continue.

The Humane Society of the United States won't stop until the cruel puppy mill industry is put out of business. But until that day happens, our animal rescue teams will be on the ground to rescue dogs from the worst of these operations.



We can't do this work without you. **Please, keep our teams on the ground. Make an emergency donation on the secure form below.** Your donation will be used for this emergency and other rescue operations in the future.

After you watch our video, please donate below to help make these rescue operations possible.

And give with confidence: The HSUS is rated a [four-star charity](#) (the highest possible) by Charity Navigator, America's premier independent charity evaluator. The animals are counting on us...and you. Thank you.

firefly
PARTNERS

EMAIL MESSAGES

Who's
Doing it
Right
Free Press



reform media.
transform democracy.

Dear Josh,

"They're Ba-ack..."

This Halloween, the powerful lobbyists at the National Association of Broadcasters (NAB) are trying to scare Washington with horror stories about "white spaces" -- vacant TV channels that can be used to bring high-speed Internet to rural and low-income Americans across the country.

The NAB's hired guns have bombarded policy makers with false claims in a **desperate, last-ditch attempt to hoard these airwaves and to disrupt a critical FCC vote taking place in just six days.**

The FCC's five commissioners must not buckle under the intense lobbying pressure:

[Tell the FCC: Don't Give in to NAB Scare Tactics](#)

Here are the facts:

1. If we open white spaces now, we can bring the social and economic benefits of a fast Internet connection to tens of millions of Americans now on the wrong side of the digital divide.
2. FCC engineers have tested white spaces devices and determined that the technology can deliver high-speed wireless Internet, without interfering with adjacent TV broadcasts.
3. The NAB and Big Media are doing everything in their power to close off access to white spaces because they fear competition from new innovators and losing control of the public airwaves.

The NAB is furiously spending millions of dollars on dirty tricks and political intimidation to scare the FCC away from white spaces. **They have high-priced lawyers and lobbyists, but we have you.**

Take just one minute to sign this Halloween action card and [forward it to your friends](#). Free Press will deliver your cards to the FCC on Halloween and make sure they "treat" us by opening white spaces for everyone's benefit:

[This Halloween: Stand Up to the Lobbyists' Scare Tactics](#)

THEY'RE BA-ACK



Tell the FCC to Stand Up to Scare Tactics and Open White Spaces for Everyone.

[Sign Our Halloween Action Card](#)



WEBSITE

Who's Doing it Right

Rain Forest
Action Network



- ⊙ Rotating Actions in top right
- ⊙ Main action listed again under 'Take Action' headline
- ⊙ Very clear engagement paths
- ⊙ More info below the fold

SOCIAL NETWORKING

Who's Doing it Right

Avon
Foundation



- ◎ Facebook widget makes action appear on personal pages
- ◎ Very clear status – helps you feel like you are joining larger movement
- ◎ One-click to take action

CAMPAIGN PLANNING

If you fail to plan...you plan to fail.



**Use the force...
I mean - use the
worksheet**

CAMPAIGN PLAN WORKSHEET



- ⊙ What is the goal for the campaign?
- ⊙ What supporters will you target?
- ⊙ Where are you going to reach them?
- ⊙ What actions do you want them to take?
- ⊙ Who is on your team?
- ⊙ What is each person responsible for?
- ⊙ What written & designed collateral do you need?
- ⊙ What is your timeline?

MAKING THE PLAN



High Level Overview

- ③ Campaign Goal #1: Raise \$50,000 for starting outreach program in new neighborhood
- ③ Campaign Goal #2: Increase size of house file
- ③ Campaign Timeline: 3 months
- ③ Campaign Team: Development staff and...?

MAKING THE PLAN



List Segments and Engagement Pathways

- ① New User – sign up, donate, TAF
- ① Existing User – donate, TAF, volunteer
- ① Previous donor – increase donation amount, TAF, volunteer

MAKING THE PLAN



Outreach Ideas

- ⊙ Getting New Users
 - ⊙ From existing members – Tell A Friend
 - ⊙ Virtual recruitment - online ads, Facebook page, website sign ups
 - ⊙ Offline efforts – volunteer work in newly targeted neighborhood

MAKING THE PLAN



Roles and Responsibilities

- ① Writing, editing, updating content
- ① Designs for site, email, etc.
- ① Technical aspects of email, website, social networking sites
- ① Organizational sign off, legal, others?
- ① Ongoing tracking and reporting

MAKING THE PLAN



Detailed Timeline

- ⊙ Detailed list of all emails with segments, targets (if any), desired actions
- ⊙ Website updates with expiration date for content
- ⊙ Corresponding offline actions (if any)
- ⊙ Status notes to higher-ups

MAKING THE PLAN



Putting it all Together

- ⊙ Working Campaign Plan
 - ⊙ Spreadsheet / Google Docs / Intranet
- ⊙ Campaign Point Person
- ⊙ Regular Check-ins throughout campaign to analyze, tweak if need be and update status

Q & A



GETTING HELP FROM FIREFLY

- ⊙ We're fast, fun and affordable
- ⊙ Typically available on short notice
- ⊙ Visit our site: www.fireflypartners.com
- ⊙ Email Jen: jen@fireflypartners.com
- ⊙ Email Maureen: maureen@fireflypartners.com



COMING UP NEXT WEEK...

Email Content and Design

- ⊙ WHEN do you brand your campaign's look?
- ⊙ WHO should write your message copy?
- ⊙ HOW to cross-promote your campaign?
- ⊙ WHAT are the best practices for email layout?
- ⊙ WHERE did the original 2 weeks go that you thought you had to develop a campaign?

Thank you!