

Online Outreach Strategy: _____ .org

June 18, 2009

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_____.org's primary goal is to attract, persuade and retain grassroots supporters for a campaign to help preserve the pristine _____ of _____'s _____ from the _____ _____. To achieve this goal, the website will be joined by a comprehensive Constituent Relationship Management package provided by _____, which will offer database management, mass-emailing capabilities and legislative-district-matching for advocacy messaging, plus a distributed-events-management feature. The CRM system and website will fit closely together, with the signup form prominently featured on every page of the site.

To drive traffic to _____ .org and begin the process of building online support, campaign staff will begin a comprehensive online outreach effort, which will in turn be based on a steady stream of fresh website content. The promotional campaign will leverage the work of field outreach staff and of an on-staff writer to produce content, and will incorporate:

1. Social networking outreach -- the campaign will create a MySpace profile and Facebook "Fan Page," and will feature prominent links to these pages on the _____ site. To build a core of support in the social networking space, campaign staff will reach out directly to connect with similar organizations as well as with prominent individual activists. The campaign should also consider creating a Twitter feed and updating it regularly.

2. Blog -- the website's blog will be a primary means of highlighting news from the _____, and hence will be a main source of content for bloggers and journalists. It will also increase the site's overall visibility online, since a steady stream of content will help draw traffic from search engines and links from outside websites.

3. Blogger relations program -- in parallel with the campaign's traditional media outreach, staff will connect with bloggers and other online voices with either a _____ connection or an interest in the issue. Bloggers may be pitched stories or links, in the hope that they will either write about or link to the piece, and may also provide an outlet for cross-publication of posts from the campaign blog or of video pieces posted online. Campaign staff may also participate directly in conversations taking place on blogs and on the comment sections of local media websites.

4. Online Video -- the physical setting and the compelling human stories involved make _____ a natural candidate for online video, both campaign-created and that shot by third parties (imagine a couple of _____ turned loose on the _____ with a \$100 video camera...). YouTube and similar video hosting sites offer a direct potential audience on their own, and they also make it extremely easy to embed video clips directly on the _____ blog/main website or on social networking sites, where the videos can in turn be promoted via the email list and blogger outreach.

5. RSS -- the site will incorporate an RSS feed to allow bloggers, journalists and others to be alerted to content updates automatically.

6. Search engine optimization -- the site will incorporate clear language and "semantic" coding from construction onward to maximize the chances of favorable placement in search engine results. Other online outreach will naturally supplement intentional search engine optimization by building links to the site from across the web.

7. Google (Ad) Grant -- the campaign will investigate the possibility of applying for a Google Grant, awarded only to nonprofits. Grants award an organization up to \$10,000 to spend per month on keyword-based Google advertising, and many organizations have used them to build supporter and fundraising lists in a relatively short time.

8. _____

To assist in the promotion of the _____, people interested in the issue will be invited to use the _____ to plan their own _____ parties via the CRM's distributed-events-management module. As a side-benefit, the campaign will have the opportunity to ask those invited to the _____ parties to join the activist list.

Online Outreach Timeline

First month after site launch: establish site publishing schedule, create social networking profiles and YouTube channel, begin monitoring blogs

By three months: launch Twitter feed, begin blogger outreach program, establish regular email communications program (via action alerts, an online newsletter or other regular updates), continue website/blog content creation, apply for Google Grant

By six months: aggressive blogger/Twitterer relations project in process, involving participation in public conversations, back-channel messaging with bloggers and Twitterers, and content placement/cross-publication with other blogs, websites and newsletters. Continue email program, and consider expanding to online fundraising.

One year from site launch: evaluate.

[Steal this verbatim and you owe me bigtime. – cpd]