

Overview

This masterclass will walk through the 3-step process of building a Digital Activism campaign plan using all of the information and techniques presented throughout the course. This worksheet is used in the masterclass but is also designed to be a blueprint for developing your own plans.

1. Strategy: Establish the campaign goal(s), map out a timeline, identify target segments, and create effective messaging.
 - a. SMART Goals
 - b. Research
 - c. Messaging
 - d. Audiences
 - e. Timeline
2. Infrastructure technology stack
 - a. Domain/website
 - b. Payment processor
 - c. Email
 - d. Collaboration tools
 - e. Social media
3. Content: Plan out a content calendar to reach target segments with organic and paid content.
 - a. Awareness
 - b. Identification
 - c. Conversion
 - d. Activation

Strategy

This section walks through establishing the framework of a successful campaign strategy. Remember that the formula for a successful strategy is to deliver the right message to the right people at the right time. This blueprint is designed to help you put together a strategy based on this formula.

MESSAGE + AUDIENCE + TIMING = RESULT

SMART Goals

List 1-3 goals for the campaign that are specific, measurable, achievable, relevant, and time-bound.

1	
2	
3	

Specific
Measurable
Achievable
Relevant
Time bound

Research

Make informed decisions by collecting relevant data and information. Use tools like past election results (Secretary of State, town clerks), StatisticalAtlas.com, census, etc.

District Demographics

Understand the basics about your district like population, number of households, number of registered voters, ages, race and ethnicity, household types (married, single moms, single dads), income level, education, etc.

Population	
Households	
Registered Voters	Total: Republicans: Democrats:
Ages	Senior (65+): Older (40-64): Younger (22-39): College (18-21): Children (0-17):
Race and Ethnicity	White: Hispanic: Black: Asian: Mixed:
Household Types	Married: Single Moms: Single Dads: With Children: Without Children:
Household Income	
Education	Higher Degree: HS Diploma: No HS Diploma:

Vote History and Targets

Download the election results from at least the past 3 elections to observe trends in turnout and party affiliation.

	Primary		General		
Year	Rep Ballots	Dem Ballots	Total Ballots	R Pct	D Pct
2020					
2018					
2016					

Opposition Research

Collect information about opponents and conduct research regarding their positions and records.

Influencers

Identify influencers in the media, politics, and business realms. Also, find organizations either aligned with or opposed to your core issues.

- Media influencers:
- Political influencers:
- Business influencers:
- Organization partners:

Asset Inventory

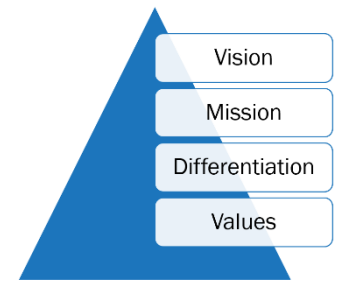
Conduct an audit of all of the assets for your campaign, which might include a website, social media profile(s), articles, opinion editorials, videos, etc.

- Audiences (email list, Facebook fans, YouTube subscribers, Twitter followers, etc)
- Content (Articles, videos, media appearances)

Messaging

Develop your core messaging: vision, mission, differentiation, and values.

- Vision: What does a better future look like?
- Mission: Why are you running?
- Differentiation: Why you?
- Values: What are the moral, logical, or economic arguments?

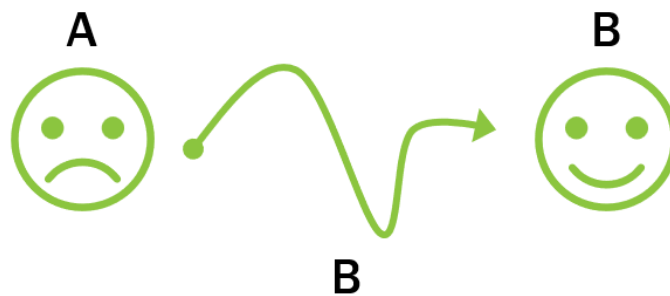


Remember to use the **Human Action Model** to structure your messaging.

A – Create a sense of unease (“You are here”)

B – Paint a vision of a better future (“You want to be here”)

C – Present a realistic path to get there (“Here’s how”)



Vision	
Mission	
Differentiation	
Values	

Audience Segments

Identify key segments of your target audience (constituency) and develop targeted messaging for each.

Segment	Message

Timeline

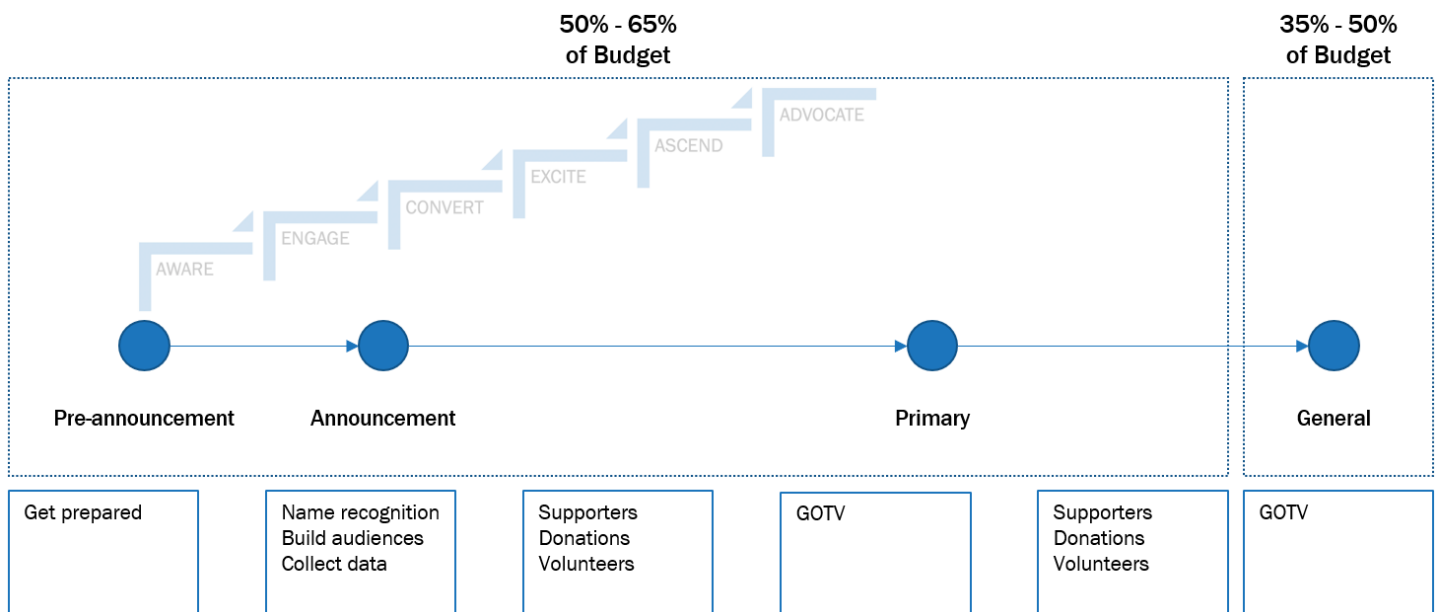
Draw out three timelines for your campaign.

1. Overview
2. Target Tracker
3. Ad Campaigns

Map out a high-level view of your campaign timeline that identifies phasing for awareness, identification, conversion, and activation. Make a rough budget allocation for digital spending.

- Awareness: Make sure as many constituents as possible are aware of your name, face, and office.
- Identification: "Fill buckets" with your audience segment members.
- Conversion: Move people through the Constituent's Journey by converting them to volunteers, donors, supporters, etc.
- Activation: Get them to take action (e.g. vote).

Example timeline shown below:

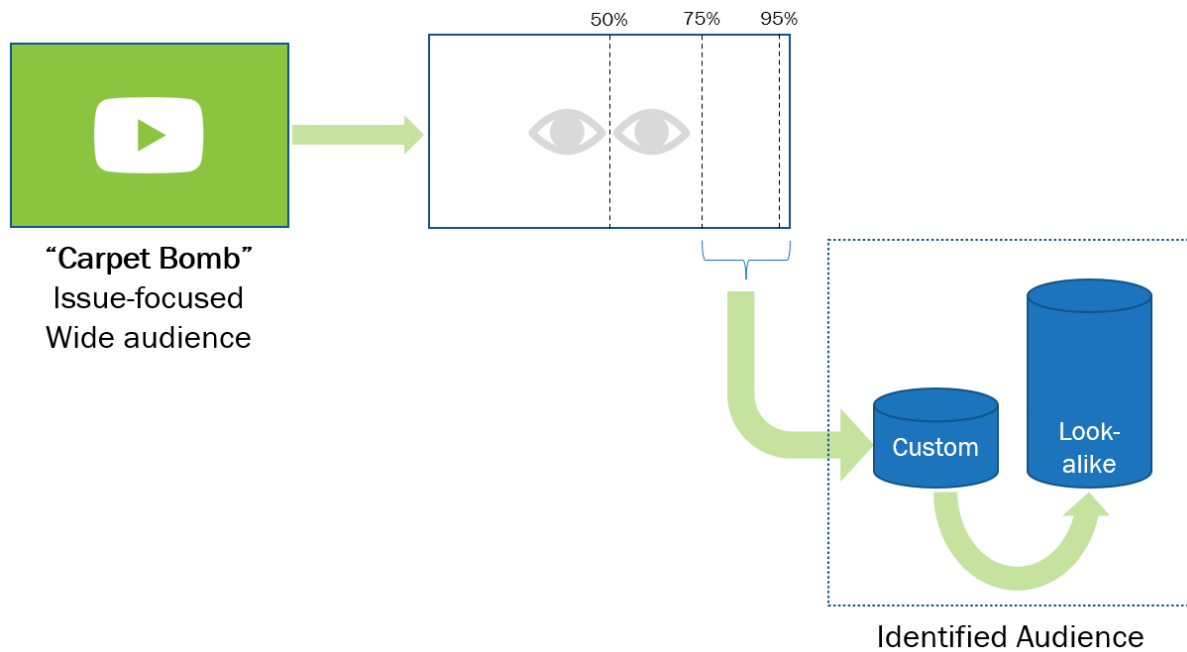


Audience Engineering

This advanced technique is the “secret sauce” that can identify your target segments and deliver highly specific messages.

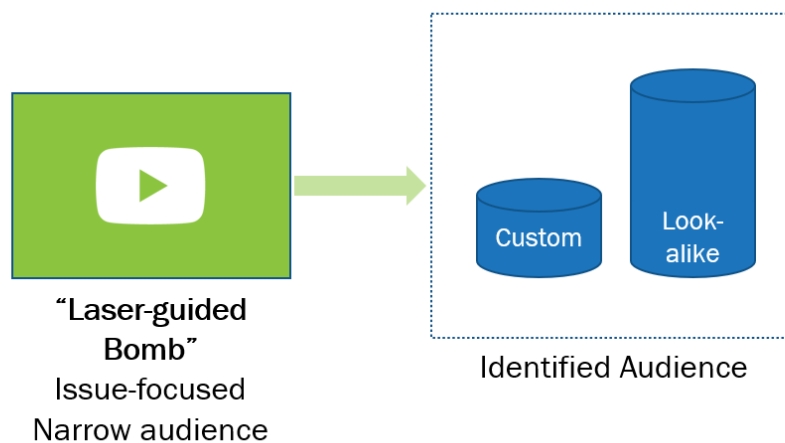
Step 1: Carpet Bomb

Create an issue-focused video and deliver it to a broad audience. Create a custom audience of people who watched at least 75% of the video. Create a lookalike audience from the custom audience.



Step 2: Targeted Messaging

Create an issue-focused video and deliver it to the custom and lookalike audiences in your district from the first step.



Campaign Timeline Overview

Week	Key Milestones	Key Events	M	T	W	Th	F	S	S
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
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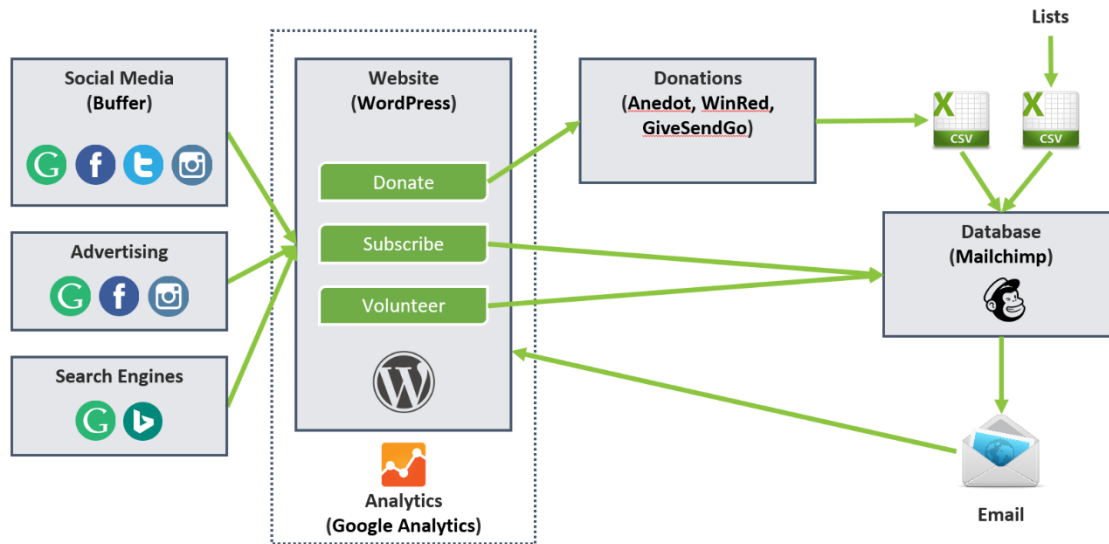
Campaign Target Tracker

Week	Metric (e.g. Voter ID)		
	Target	Actual	Variance
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Ad Campaigns

Campaign(s)	Objective	Channel	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Name and Office	Reach	Google Display															
	Reach	Facebook															
Keywords	Traffic	Google Search															
	Traffic	YouTube															
Issue 1	Targeting	Facebook															
	Targeting	YouTube															
Issue 2	Targeting	Facebook															
	Targeting	YouTube															
Issue 3	Targeting	Facebook															
	Targeting	YouTube															
GOTV Issue 1	Reach	Facebook															
	Reach	YouTube															
GOTV Issue 2	Reach	Facebook															
	Reach	YouTube															
GOTV Issue 3	Reach	Facebook															
	Reach	YouTube															

Infrastructure Technology Stack



Function	Platform	Owner/Access
Domain		
DNS		
Email		
Website	Host: Tech:	
Donations		
Email		
Analytics		
Collaboration		
Facebook Business Manager		
Facebook Page		
YouTube Channel		
Twitter Account		
Google Ad Account		
Facebook Ad Account		

Content Strategy

How will you deliver the right message to the right people at the right time?

Ad Campaigns

Phase	When?	Who?	What?	Where?	How much?
Awareness					
Identification					
Conversion					
Activation					

Editorial Calendar

Pub Date	Author	Topic/Title	Content/Details	Target Audience

Content Tools

Remember: Be remarkable. Remarkable content **educates, entertains, and/or inspires**.

One Sentence Persuasion Course

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

Encourage their dreams:

Justify their failures:

Allay their fears:

Confirm their suspicions:

Help them throw rocks at their enemies:

Reading Lists

Persuasion

- Robert Cialdini
 - Influence: The Psychology of Persuasion
 - Pre-Suasion: A Revolutionary Way to Influence and Persuade
- Dale Carnegie
 - How to Win Friends & Influence People
- Marshall Ganz
 - Public Narrative Guide
- Scott Adams
 - Win Bigly: Persuasion in a World Where Facts Don't Matter
- James Lindsay and Peter Boghossian
 - How to Have Impossible Conversations

Creativity & Design

- Chip Heath & Dan Heath
 - Made to Stick
- Robin Williams
 - The Non-Designer's Design Book
- Garr Reynolds
 - Presentation Zen
- Austin Kleon
 - Steal Like an Artist
- Clay Shirky
 - Here Comes Everybody
 - Cognitive Surplus: How Technology Makes Consumers into Collaborators

Writing

- Seth Godin
 - All Marketers Are Liars
- Carmine Gallo
 - The Presentation Secrets of Steve Jobs
- Nick Morgan
 - Give Your Speech, Change the World
- Robert McKee
 - Story
- Francis Flaherty
 - The Elements of Story