

# Advocacy Ideas, Tips & Tricks

Get the latest & greatest ideas for your campaigns!

October 11, 2019

# Cornershop Creative

Award-winning online services company

Design, build, integrate and maintain nonprofit websites

WordPress & Engaging Networks Experts

Team of 20 scattered across the country

# Cutting through the noise

Difficult to get media attention during an election year

Fewer votes and hearings in Congress

Everything is national

Educate your supporters on why you care about the election

React quickly

# Election Year Goals

Like everything, start with SMART goals

Focus on key dates (or avoid them): debates, state of the union, early primary states election dates

Be strategic

Geography. Focus on the regions and areas that are going to have the largest impact

Are there other targets to focus on?

# Best practices of today...

Have a villain

Add urgency (deadlines)

Promote campaigns cross-channels

Test, test, and test some more

Coordinate with the news cycle

Make the news cycle



# Tweet to Target

Lets supporters contact legislators on Twitter

Goes outside tradition methods; stand out more to legislators

Greater potential to go viral

Great way to birddog candidates

# Tweet to Target



## En español aquí

Legislators of the National Party of Honduras (the ruling party) have introduced a bill that endangers freedom of expression on the internet. **The final vote on the bill could be called at any moment.**

In February, the ruling party in Honduras introduced a controversial bill aimed at combating hatred and discrimination online. Hiding under its good intentions are dangerous provisions that are at odds with basic standards of freedom of expression and due process. The bill is particularly concerning because it contains **provisions that could allow the government to silence dissent online.** This further complicates the delicate human rights situation in Honduras and is especially troubling in the aftermath of recent reports that the government acquired digital espionage technology.

The bill, as it was last released to the public, requires any service or website that includes user-generated content to process complaints and remove "hate speech" or discriminatory content within 24 hours. Should online intermediaries fail to do so, their services could be fined or blocked. The bill also creates a national cybersecurity committee to receive reports and relay them to websites and companies, and to develop policy strategies on issues ranging from cybercrime to hate speech and fake news. Last month, the bill was approved in a second debate without taking into account the concerns from civil society and free expression experts from the Inter-American Commission on Human Rights and the United Nations.

Rather than conduct a transparent, multistakeholder debate, the Honduran government has kept public information surrounding this bill to a minimum. **That's why it is so important to spread the word about this threat to free expression. Use this tweet tool to urge legislators to reject this bill, and to tell the president of Honduras not to support it.**

Image credit: Latin Correspondent

## TWEET THIS MESSAGE



Presidente Juan Orlando  
H. @JuanOrlandoH

The cybersecurity law in Honduras is censorship. @JuanOrlandoH. Listen to civil society — do not approve the law, do not support the bill. #R03inCensura  
<https://www.accessnow.org/honduras-new-bill-threatens-curb-online-speech/>

Tweet



Dr. Mauricio Obelo  
@DrMauricioObelo

The cybersecurity law in Honduras is censorship. @DrMauricioObelo. Listen to civil society — do not approve the law, do not support the bill. #R03inCensura  
<https://www.accessnow.org/honduras-new-bill-threatens-curb-online-speech/>

Tweet

Subscribe to emails from Access Now to stay in touch about this campaign and other opportunities to help defend human rights online.

First Name

Last Name

Email\*

Zip Code

Country

Would like to receive email action alerts from Access Now.

Would like to receive the Access Now Express for important weekly digital rights updates.

SUBMIT

# Texting

Text messages are read 99% of the time!

Average conversion is 6-8%

Great for quick responses

Organize supporters with tools like Hussle

New texting triggers built in to EN





# Chatbots

Have full conversations without much/any staff intervention

Chat service can provide facts while visitors are searching the site (i.e. Did you know that XXX candidate doesn't support YYY. Type a candidates name to see how he/she stands on YYY issue)

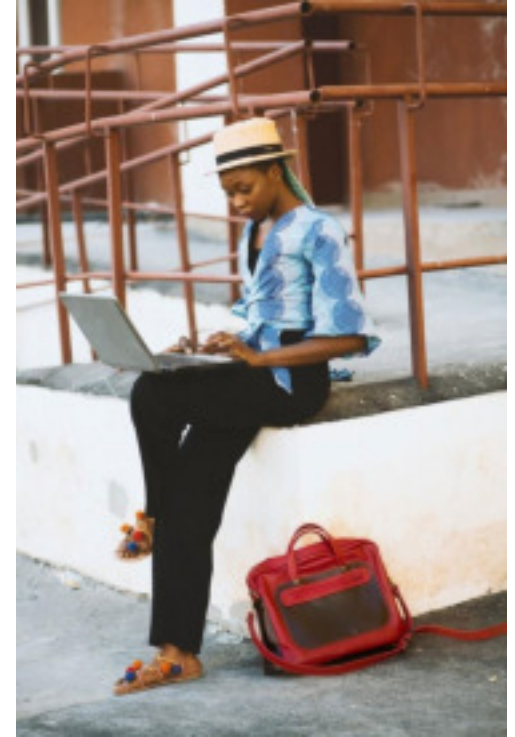
MobileMonkey (<https://mobilemonkey.com/>) allows for chats in Facebook Messenger

# Energize Influencers

Social media influencers can push out your message

Coordinate with key supporters with large followings

Celebrities and supporters in Congress can be helpful to spread the word



# Contests

A date with the ED?

New technology?

Creative campaigns always get a great response

Debate “drinking” game



# Watch Parties

Debates or other events can be great ways to meet your virtual supporters in person

Ask supporters to hold local events

Host an event in your office (could be prize in contest)

# Ask for Money



If sending a petition, make sure you ask for money on thank you page

Send a follow up email, soliciting funds

Add popups or asks on key blog pages or issue pages on your site

# What is WPCongress?

WordPress -based legislative scorecard plugin to monitor, track, rank, and advocate for the legislative policies (and legislators) that matter to your organization

# Why WP Congress?

- Hold legislators accountable
- Easily inform your constituents
- Rank & identify your supporters in Congress
- Identify those who are working against your mission

# WP Congress Features

- Integrated with the ProPublica Congressional API
- Biographical info for current and past members of Congress
- Voting history for US House and US Senate
- Pulls bill summaries, amendments, and related bills
- Voting data updates every 30 minutes
- Integrate with petition platforms for thank you/spank you messages



# Vote Search

**VOTE SEARCH**

Both ▾

Select Year ▾

Select M... ▾

**Get  
Votes**

# Legislative Search

## SEARCH BY LOCATION

 binding stone ct, oley, md 20632

Search



Benjamin L. Cardin (D MD)

100%

 1  0

[View Record](#)



John Sarbanes (D MD 3)

75%

 3  1

[View Record](#)



Chris Van Hollen (D MD)

100%

 1  0

[View Record](#)

## SEARCH BY NAME

sarbanes

Search



John Sarbanes (D MD 3)

75%

 3  1

[View Record](#)

# Honor Roll

## HONOR ROLL

Here are the legislators who vote with us more than 90% of the time.



[Grace F. Napolitano \(D CA 32\)](#)

100%

👍 1 🗨️ 0

[View Record](#)



[Alcee L. Hastings \(D FL 20\)](#)

100%

👍 1 🗨️ 0

[View Record](#)

# Import Votes & Assign Position

Select Vote Filters

House

2019

February

Get Votes

Vote request failed. Please verify your ProPublica API key is valid.

Search for Votes

Search for votes

Expressing the sense of the House of Representatives that Government shutdowns are detrimental to the Nation and should not occur. - H.RES.79 - Roll Call #65

To provide for a pay increase in 2019 for certain civilian employees of the Federal Government, and for other purposes. - H.R.790 - Roll Call #64

To provide for a pay increase in 2019 for certain civilian employees of the Federal Government, and for other purposes. - H.R.790 - Roll Call #63

HB 238

Permalink: <https://wpcongress.cshp.co/vote/238/> Edit

Vote Details

Our Position

Opposed

Select Position

# That's it! Watch the scores populate



Alcee L. Hastings (D FL 20)

100%



1



0

[View Record](#)

# Candidate Scorecard

## CANDIDATE SCORECARD

Edit

The following shows how supportive the Democracy Primary candidates are on our issues.



[Senator Kamala Harris](#)

100%

[What She Says](#)



[Vice President Joe Biden](#)

95%

[What He Says](#)



[Rep. Tim Ryan](#)

95%

[What He Says](#)

# Candidate Scorecard



<https://www.greenpeace.org/usa/climate2020/>

# Show Breadth of Supporters (via APIs)

## Amount Raised



## Number of Donors





# Show Breadth of Supporters (via APIs)

**THANK YOU VERY MUCH FOR YOUR SUPPORT.**



On November 14th, Global Zero students presented a banner with all of your signatures to members of the European Parliament in Brussels and asked them to sign written declaration Nr. 26 in support of the Global Zero Action Plan! Thanks to all of your efforts, the majority of members of the European Parliament has now signed the written declaration. That means that the European Parliament officially supports the Global Zero Action Plan for the phased and verified elimination of all nuclear weapons!



# Show Breadth of Supporters (via APIs)

## Tell Lowe's to show bees some love!

Bees pollinate one out of every three bites of food we eat, but they are in big trouble. A large and growing body of science indicates that neonicotinoid (neonic) pesticides are a central driver of global bee declines. Not only are these pesticides harming bees, but they're harming everything from butterflies to earthworms to soil microbes, threatening healthy ecosystems and food production.

Despite this clear science, Lowe's is selling products containing neonics and plants pre-treated with these bee-killing pesticides.

Here's where people have participated (all locations approximate):



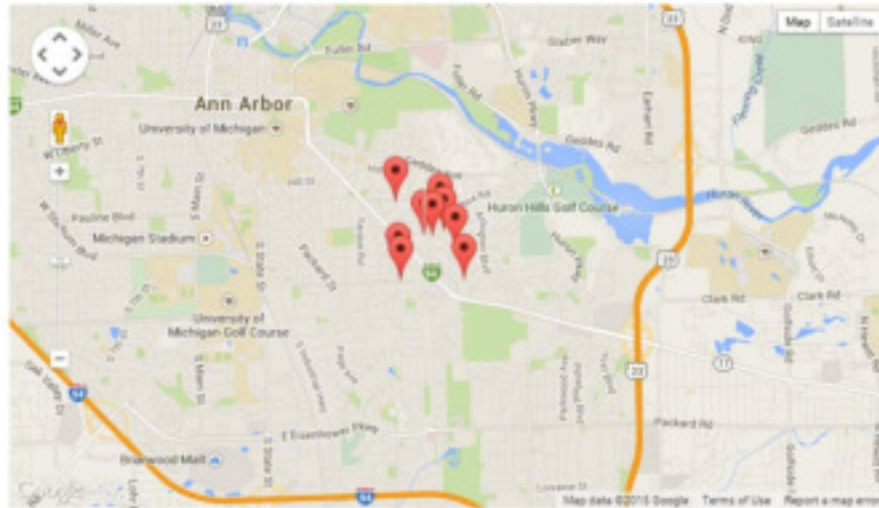
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# Show Breadth of Supporters (via APIs)

## Buzz for Better Popcorn Around the Country

PEOPLE ALL ACROSS THE U.S. ARE TAKING ACTION TO URGE POPCORN COMPANIES TO DROP BEE-KILLING PESTICIDES



# Thank You.

Any Additional Information

Ira Horowitz  
@cornershop  
cornershopcreative.com  
ira@cornershopcreative.com