



TECHYOURSELF AND ILDCCA PRESENT

VIRTUAL CAMPAIGNS: TECH PRACTICES

**Worried the quarantine is going to have an effect on your campaign? This guide makes it easy to run things virtually online.
(by the TechYourself team found at www.techyourself.org)**

**COVERED IN GUIDE:
MEETINGS
TEAM COMMUNICATIONS
DOORKNOCKING
SOCIAL MEDIA
FUNDRAISERS**





TEAM TOOLS



THESE TEAM TOOLS CAN SET YOU UP FOR SUCCESS:

Zoom (for conference)

Zoom is an awesome tool to use and can accommodate up to 500 for larger events too!
<https://www.youtube.com/watch?v=fMUxzrgZvZQ>

Slack (for team communications)

Slack lets you set up various channels to correspond to projects, departments or teams. Then you can virtually talk all day!
<https://www.youtube.com/watch?v=-h2UW91Hn7E>

Signal (for private, encrypted IM)

Talking about private things with team members? Don't use your regular IM. Use this encrypted one.
<https://www.youtube.com/watch?v=IMEOE8bOPn4>

Divvy (Team Budgeting Tool)

Working from home and worried your team will go over budget if they are not talking to each other?
https://www.youtube.com/watch?v=OKh7VZjvy_4

Gsuite (for sharing documents)

Trying to get documents and files to each other, but they are too large for email? Use the Google Drive, Google Docs and Google Sheets (like excel) tools to share among a team.
https://www.google.com/search?q=ghow+to+use+gsuite&rlz=1C5CHFA_enUS801US801&oq=ghow+to+use+gsuite&aqs=chrome..69i57j0l7.3313j0j7&sourceid=chrome&ie=UTF-8#kpvalbx=_azh5XtzRBpa7tQb-oLrIBw29

DOOR-KNOCKING IS DEAD. SO USE TEXTING TOOLS.

GetThru *Hustle*

IT JUST REQUIRES SOME DATA GATHERING IN YOUR DISTRICT.

Hustle (texting tool)

<https://help.hustle.com/hc/en-us/articles/360019639733-Admin-Quick-Start>

GetThru (texting tool)

<https://www.getthru.io/p2p-thrutext>

The videos will show how the tools work. If you have a virtual team (which can be anywhere,) you simply pre-set messages into the apps, and then you have to click send for each person on the list. (1000 people? 1000 clicks.)

The key to using these successful is that you **HAVE** to respond when someone texts you back within 24 hours and answer their question or you will lose them.

The questions you use to ask at the door now have to be asked via texting. How do you feel about x? Who are you voting for? x or y? When they answer, have your messaging points ready to send back about your plan or candidate.

The big down side of using texting apps right now is that most districts only have mobile numbers for 30%, if that, of their districts. So, you'll have to do flyering in your district, but not to knock on doors. Instead, place flyers on doors where you lack info with tape that ask them to send their email and mobile to you. Use this info to enhance your lists in miniVAN or Victory Guide or whatever you use.

We had to do this eventually. Now is as good a time as any.

WHILE DATA GATHERING FOR LISTS, USE SOCIAL MEDIA IN A NEW WAY.



**SOCIAL MEDIA IS NOT JUST FOR
SHARING. YOU CAN USE IT FOR
VOTES AND TO GET INFORMATION!**

Outreach Circle

<https://client.outreachcircle.com/resources/videos/RelationaI-Organizing-with-OutreachCircle>

Team App

https://www.teamapp.com/about-how-it-works?_detail=v1

The videos will show how the tools work. They allow you to use the social media "map" that a person has in an area to spread messages and to gather information.

The best thing about these tools is that the smaller your target area, the better they work!

Ask your team and followers to drop their social media networks into the tool (imagine them stacked in a pile) and imagine that spread over a map of your area. That's how this works.

Even in rural districts, people usually have robust social media followings at this point. So make use of it to move your campaigns and your work from rallies to online!

FUNDRAISERS CAN BE ONLINE TOO!

The Twitch logo, featuring the word "twitch" in a white, stylized font with a black outline, set against a purple rectangular background.The ActBlue logo, featuring the word "ActBlue" in white text next to a yellow padlock icon, set against a blue rectangular background.

FUNDRAISERS DO NOT REQUIRE ANYONE TO SHOW UP IN PERSON. WITH THE RIGHT TOOLS, YOU CAN RAISE A TON VIRTUALLY ONLINE!

Twitch (run an online fundraiser)

<https://www.youtube.com/watch?v=e9RDSCYS2XU>

ActBlue (use as your plug-in for funds)

<https://support.actblue.com/donors/contributions/what-happens-to-my-money-when-i-donate/>

To run a fundraiser, get someone who is a good online personality on your team and pair them with the candidate. Then, release the information about your broadcast on Twitch to your audience, and promise fun. Booking a musician or promising a song or dance can really help!

Try not to make these one-sided or you will lose people. Think of them like a fundraiser combined with an auction. People want to be thanked in person for donating. So, do that! Call them out by name as they donate live.

For funds, you can plug in Actblue to Twitch.

<https://donorbox.org/nonprofit-blog/twitch-donate-button-online-donations/>

(Thanks to Kathryn Jones and Collective Agency for info.)