

# REACHING VOTERS ONLINE

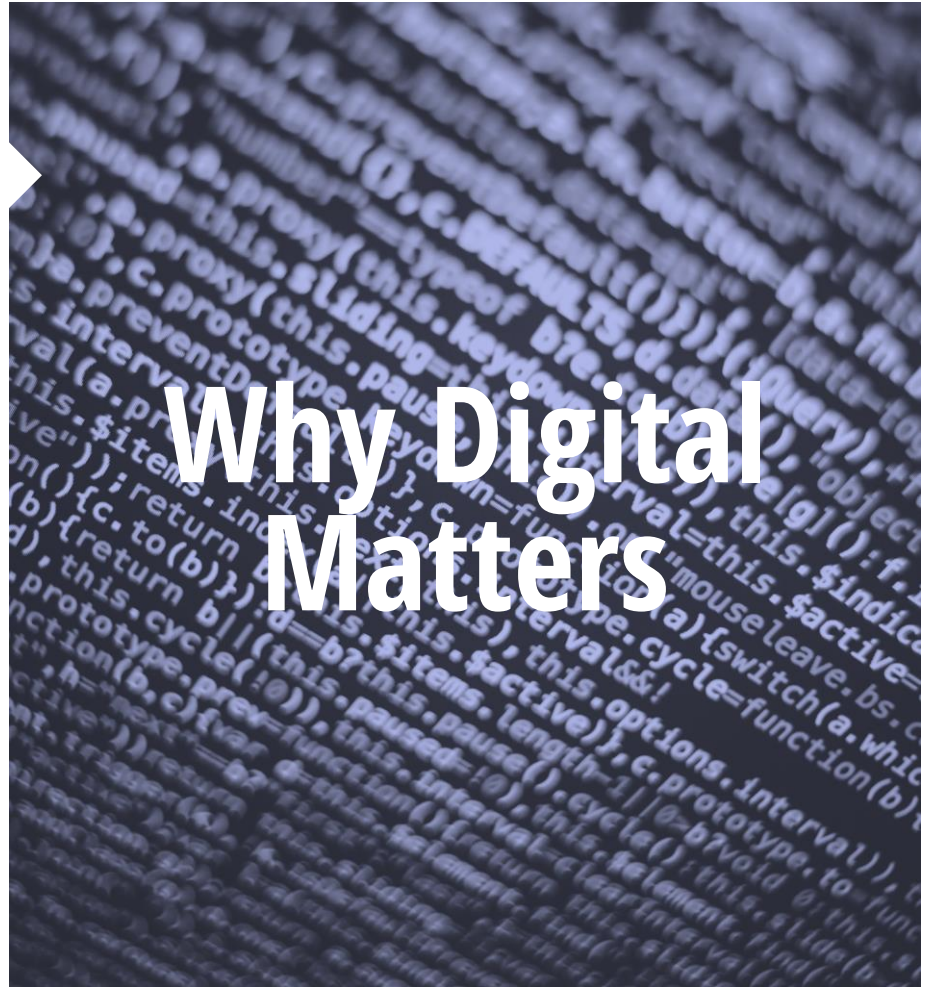
EDF  ACTION  
Advocacy partner of Environmental Defense Fund

CAMPAIGN ACADEMY

Digital campaigning allows **you to amplify your campaign** message and reach a wider audience than you naturally could with just direct voter contact.

Digital doesn't have to be complicated – it just needs to be consistent and clear.

# Why Digital Matters



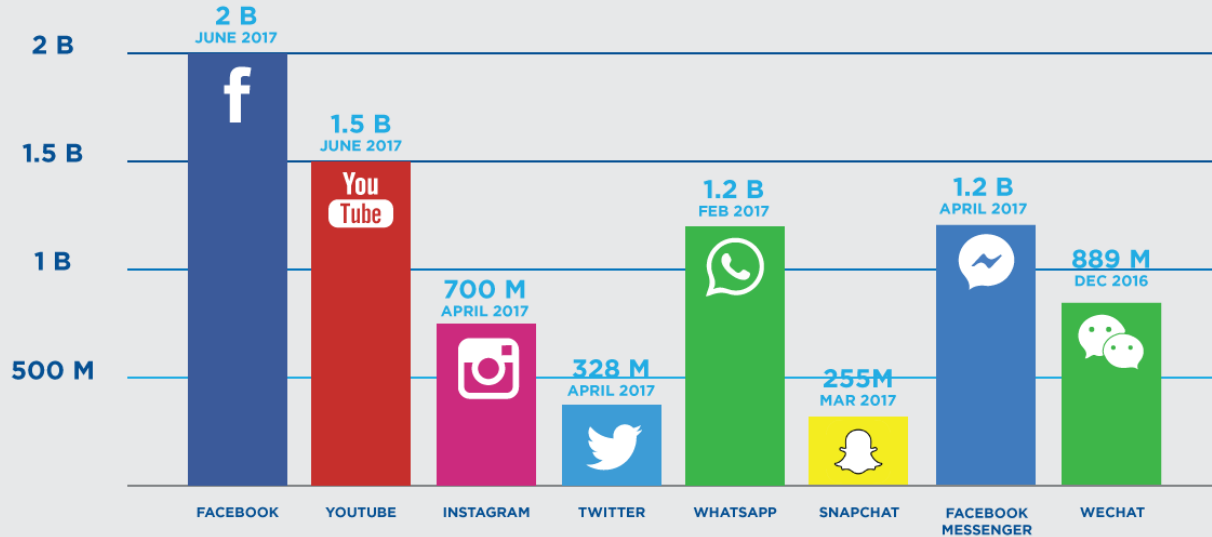
# WHY DIGITAL?

- ✓ Amplify your campaign message
- ✓ Establish credibility and viability
- ✓ Push people to donate, volunteer, and support your campaign





# MONTHLY USERS



SOURCE: <https://techcrunch.com/2017/06/27/facebook-2-billion-users/>

# OTHER TOOLS TO CONSIDER

- ✓ Email
  - ✓ Constant Contact
  - ✓ Action Network
- ✓ Fundraising
  - ✓ ActBlue
  - ✓ CrowdPAC



## BEFORE YOU WRITE

- ✓ What do you need?
- ✓ How can someone help?
- ✓ What steps can they take to do that?
- ✓ Why right now? (Urgency)



# Creating Content: keep it simple

1. Easy to take in
2. Straight to the point
3. Easy to share

# PLAN YOUR TEXT STRATEGICALLY

No time to kick your feet up, Sarah >> Inbox X



**James Carville** <democraticparty@democrats.org> [Unsubscribe](#)  
to me ▾

Sun, Oct 23, 2016, 7:21 AM ☆

You hear that thump-thump-thumping sound on Wednesday night, Sarah? It was Trump pounding the final nails into his own coffin in that last debate. So that means we can kick back and relax these next 16 days until the numbers come in on election night, right?

WRONG!!

If we phone it in for the rest of this election, then if Hillary wins, she's gonna take office in January with a Republican majority in the House and Senate. [That's just plain unacceptable.](#)

Look at what Republicans have done since they took back their majorities with President Obama in office: a government shutdown, more than 60 votes to get rid of Obamacare, they even talked about impeaching him!

You think Republicans will hold votes on Hillary's proposals? You think they're gonna settle for making her sit through just one 11-hour hearing? You think they'll confirm her Supreme Court nominee? (Hell, John McCain just went on the radio and said they wouldn't. If you won't take my word for it, at least take his.)

So if you think we can take it easy for these last 16 days, you're dead wrong. We've got to push harder than we ever have. Not just for Hillary but for all the Democrats on the ballot.

We'll take back the House and Senate and give President Hillary Clinton a Democratic majority. So if you do, then chip in \$10 or more right now.

**You're one of our most committed supporters. Because you've saved your payment information, your donation will go through immediately.**

**QUICK DONATE: \$10**

**QUICK DONATE: \$25**

**QUICK DONATE: \$50**

**QUICK DONATE: \$100**

**QUICK DONATE: \$200**

**Or donate another amount:**

<https://my.democrats.org/Stronger-Together>

1st Sentence:  
Grab attention

Summarize  
the story

Take action

# BEFORE YOU HIT SEND:

1. Edit edit edit
2. Read it out loud
3. Read it again and ask yourself  
“does this email push me to  
take action?”



# Final Tips

- ✓ Know your voice
- ✓ Know what you are trying to accomplish
- ✓ Make it easy and simple

