Sharing Your Message Online

What 3 primary actions can people take to support your campaign online?

1.	2.	3.

Asset Checklist:

Sign On Form: A simple yet compelling form for supporters to join your email list.

Donation Form: Set up a donation form through an online fundraising tool to easily collect grassroots donations.

Social Media Profiles: A separate Facebook, Twitter, etc. for your campaign that demonstrates your core message. Consider other platforms only if you have the bandwidth to maintain them.

Branding: Consistent use of fonts, logos, and style of profile/cover photos.

Photos for Storytelling: Photos that illustrate the stories you want to tell. Well-lit faces, in focus, filling most of the frame tend to do best. Share Graphics to drive message: Keep copy brief. Less is more.

Campaign Hashtag: Use it in your copy to brand all assets.

Content Calendar: Plan and draft content in advance.

Package of assets to share with partners: Make it easy for others to support your campaign.

Identify the key moments in this campaign and the corresponding digital content and tactics. Key moments could include launch, activity around an earned media event, and major registration drives or organizing activities.

LAUNCH DATE:	EVENT DATE:	DEADLINE:
Email		
Call To Action: Messaging:	Call To Action: Messaging:	Call To Action: Messaging:
Social Media		
Call To Action: Messaging:	Call To Action: Messaging:	Call To Action: Messaging: