ADVOCACY ACTION KIT

25+ Tips And Templates For Winning Grassroots Campaigns With Multi-Channel Tactics

BONUS OFFER INSIDE!
TABLE OF CONTENTS

Introduction

1 Targeted Letters

2 Social Advocacy

3 Click to Call

4 Petitions

5 Other List Growth Tactics

6 Action Alert Emails
ORGANIZE COMMUNITIES. MOBILIZE ACTIVISTS. WIN CAMPAIGNS!

Legislators, policy makers, and administrations are getting better at dodging constituents and filtering targeted messages from grassroots supporters. The old way of activating your base to flood the inbox of your reps isn’t enough anymore.

Winning the campaigns of the future will require a campaign structure that features strategic, centralized leadership combined with an autonomous and empowered grassroots base, all backed by technology that supports multi-channel advocacy tactics.

This Advocacy Action Kit will provide examples, templates, and best practices that you can use as inspiration for building your multi-channel grassroots advocacy campaign!
TARGETED LETTERS
Targeted letters are an impactful way of getting your organization’s message to those in power by amplifying your supporters’ voices!

Save the Children’s targeted letter take action page is a great example of leading with a clear call to action. This page has one goal: Getting supporters to complete the form and advance to the next page where they can send a targeted letter to the right policymakers!

On this page, always be sure to include why you care about an issue, why your supporters should care about passing legislation, and which policymakers have introduced or are backing the initiative.
TARGETED LETTER TIPS

A few tips for targeted letters:

Be Clear
Brief, concise paragraphs that clearly lay out your position and how you wish your representative to respond are most effective.

Be Specific
Highlight key areas where certain legislation or regulations will impact their constituents. When possible, use data to support your arguments.

*Make sure your advocacy tools allow targeted messages to send directly from constituents to legislators and NOT from the constituent on behalf of the organization.
I believe all kids deserve a strong start in life. That is why I urge you to cosponsor the bipartisan Reach Every Mother and Child Act (S. 1730). This bill was introduced by Senators Susan Collins (R-ME), Chris Coons (D-DE), Johnny Isakson (R-GA), Jerry Moran (R-KS), Dick Durbin (D-IL), Jeanne Shaheen (D-NH), Marco Rubio (R-FL), Mike Enzi (R-WY), Chris Murphy (D-CT) and Richard Blumenthal (D-CT).

Since 1990, thanks to U.S. leadership, the number of children dying under the age of 5 has dropped by more than 50%. That is a great success story! Unfortunately, 15,000 children still die every day of preventable causes, like pneumonia, diarrhea, and malaria.

We know what works to save lives. The Reach Act would dramatically accelerate the reduction of preventable maternal, newborn, and child deaths worldwide by making improvements to existing U.S. programs. It would help to achieve the global commitment of ending these deaths within a generation.

Modeling other successful global health initiatives, like PEPFAR and the President’s Malaria Initiative, the Reach Act would require ambitious targets, a strategy to achieve those targets, and rigorous transparency and accountability measures to keep the U.S. on track in meeting these targets. And because the U.S. cannot do it alone, the Reach Act would introduce innovative financing tools that have the potential to bring new investors to the table and improve the stewardship of taxpayer dollars.

I hope you will cosponsor the bipartisan Reach Every Mother and Child Act.

I look forward to your response.

Sincerely,
[Insert Name]
2 SOCIAL ADVOCACY
TWEET A REP

Legislative staffers are putting more filters on inboxes, but that won’t stop you from getting your message heard! Use social advocacy tools to directly message policymakers on Twitter and Facebook!

“Please oppose efforts to weaken FDA oversight of candy-flavored e-cigs & cigars that lure kids. http://tfk.org/flavortrap”
Please oppose all efforts to weaken FDA oversight of e-cigarettes and cigars - including the many candy-flavored products introduced in recent years. This report shows how the tobacco industry is using these products to lure a new generation of kids into addiction: http://tfk.org/flavortrap.
After your supporters take action, be sure to give them social sharing options on thank you pages and in thank you emails!

“Thank you! Please share with anyone else who might be interested in the work we do.”
Hi Dan,

Thank you for sending a message to your members of Congress urging them to oppose the Trump administration's dramatic reduction in the number of refugees allowed into the United States.

To make an even bigger impact, spread the word! Here’s how you can help:

Send an email.
Share on Facebook.
Tweet about it.

Thank you for being a voice for kids,

Mark K. Shriver, President
Save the Children Action Network

Save the Children Action Network | 899 North Capitol St. NE, Suite 900 | Washington, DC 20002 | (202) 640-6600

Follow Us

Unsubscribe and manage your subscriptions.
3
CLICK TO CALL
Tell the Senate that Local Schools Matter! Vote against SB 100!

We need your help. The U.S. Senate is voting soon on the "Learning not Luxury" bill. This bill would be disastrous for local schools and would have the effect of cutting funding by 33%. Strong local schools create strong local communities and are the foundation of our future. We are asking you to simply call your Senator and let them know that you strongly oppose this bill. When connected with you Senator please highlight 1) your strong opposition to Senate Bill 100 2) tell them local schools need more funding not less and 3) that how they support local schools will determine how you vote in the next election.

We just need a few pieces of information to connect you to your senators.

First Name*  Last Name*

Email Address*

Address, line 1*

City*  State*  Zip Code*

I’d like to receive updates from this organization

Take Action
CLICK TO CALL TIPS

Within a matter of minutes, your advocates can send personal messages to policymaker inboxes, Facebook message or Tweet them directly, and call legislators’ offices with just the click of a button! That’s Multi-Channel at its best!

Here’s what your organization has to create:

1. The advocacy campaign take action landing page
2. Determine which targets you want to make available
3. The script or talking points for your supporters to follow when they call

Here’s what your supporters have to do:

1. Complete the first take action landing page
2. Select which legislative targets they want to contact
3. Click a button to dial their legislator(s)

Here are a couple of tips for targeted actions that include ‘calling your legislator’ calls-to-action:

1. Since “calling your legislator” is considered to be the biggest ask and most impactful action, make it the first in your series of calls-to-action.
2. When creating your script or talking points, keep it simple enough so that supporters can remember and repeat clearly and passionately when they get the legislators’ office on the line.
PETITIONS

4
Asking people to sign a petition is a great way to build your list with new supporters and drive deeper engagement among existing newsletter subscribers.

The Clean Air Act Needs Your Support

On March 28, 2017, President Trump signed an “Energy Independence” Executive Order that threatens to undermine one of the most important environmental gains of the past decade. This Executive Order is a hand-out to polluters and the oil and gas industries, and was clearly designed to gut the Clean Air Act. This action sends the clearest signal yet on Trump’s priorities: polluter’s profits are more important than Americans’ health.

Trump is calling his order “Energy Independence,” but in reality his order derails America’s fastest-growing energy sectors: solar and wind. Trump cites a thoroughly-debunked report by a dirty industry-funded consulting firm in claiming that the Clean Power Plan harms the American economy, but in fact his own Environmental Protection Agency’s projections show the Clean Power Plan nets $54 billion in health and climate benefits and could save the nation more than $298 billion in utility bills.

America once was known for bold initiatives that conquered complex problems – but this Executive Order only cowers to the status quo and props up unhealthy, unsustainable practices with no regard for our children or the future of our planet. Indeed,
MAKE A DELIVERY PLAN
To cut through the clutter and get their attention, you need to have a great delivery plan for petitions and actions. The most effective online organizations deliver their petitions in person with great fanfare, and get video and photos to report back to their members.

USE POWERFUL SYNTAX
“Stop”, “Demand”, “Unite.” Whatever your call to action is, make sure that you are using a powerful verb to communicate your ask in a clear and compelling way. The more visual your language, the more likely you are to capture the interest of your target.

POWER-PACKED VISUALS
Include pictures and/or videos that will catch your target’s attention.

CLEARLY EXPLAIN THE PETITION’S PURPOSE
In one paragraph, explain why the issue is important and why it is worth your target’s time and energy.

SOCIAL SHARING
Help them get the word out with social sharing buttons.

PETITION THERMOMETERS
Thermometers are a clear way to show your petition’s progress toward your goal. Supporters want to know the impact of their activity.
PETITION TIPS

TAking the next step
Now that you understand the most effective ways to rally your supporters and they have taken an action for your organization, it’s time to convert your grassroots activists into contributing donors.

One way to kick off this process is to explain why fundraising is important, and how funds are used to further your nonprofit’s mission and vision.
5 OTHER LIST GROWTH TACTICS
INTRO

The impact of your advocacy efforts depends on how large of a grassroots coalition you can build around an issue. Petitions are a great way to build your list, but here are four other ways to convert new supporters and grow your base!

SURVEY

**EWG 2017 Priorities Survey**

What are your top priorities for your health in 2017? Check all that apply.

- [ ] Minimizing my exposure to toxic chemicals found in everyday products like cleaners, cosmetics and household items
- [ ] Eating food that is better for the environment
- [ ] Eating food that is better for my health
- [ ] Reducing my exposure to pesticides and other toxic chemicals that could be in my food or drinking water
- [ ] Other

© 2017 | Paid for by Environmental Working Group.
Go Meatless on Mondays!

Did you know that the meat industry is responsible for approximately 20% of the world’s greenhouse gas emissions? In fact, producing one calorie of meat requires nearly twenty times the amount of energy as one plant calorie!

With global meat consumption tripling over the last four decades, the meat industry now emits over 36 billion tons of greenhouse gases annually and is showing no signs of slowing down. If we want to make a real dent in the world’s carbon footprint and reduce our own personal footprint, we need to eat less meat.

Join us in taking the pledge to not eat meat one day a week and become a part of the Meatless Monday movement!

Click here to learn more.
WELCOME TO OUR EARTH DAY QUIZ

We invite you to test your knowledge of the Earth.

There are 5 sections to the quiz. You can take them in any order you like. Each quiz takes about 3 to 5 minutes to complete.

As you finish each section, we will reward you with your choice of a free downloadable poster.

- Climate Change Quiz
- Oceans and Plastic Pollution Quiz
- Earth Day Environmental Literacy Quiz
- Deforestation and Biodiversity Quiz
- Clean Energy Quiz

---

**CLIMATE CHANGE QUIZ**

**Climate Change Quiz**

1. Question

True or False: Wasting less food is a way to reduce greenhouse gas emissions.

- True
- False

---

**DEFORESTATION AND BIODIVERSITY QUIZ**

**Deforestation and Biodiversity**

1. Question

True or False: Deforestation is the second leading cause of global warming in the world.

- True
- False
Ohio Environmental Council Acquires New Supporters Through Salsa’s Facebook Ads Integration

Ohio Environmental Council had a goal of generating more interest and awareness about the safety of drinking water in the Toledo, OH area where water sources had been polluted by toxic algae in recent years.

OEC chose to run a Facebook Lead Ads campaign around a 30-second video about cleaning up Lake Erie. Facebook users who clicked the OEC ad could easily fill out a Facebook lead form to learn more about OEC’s work.

The campaign was a huge success! OEC acquired 524 new leads while spending only $3.62 per lead and they reached 58,000 people in the Toledo area. Since they had already integrated that Facebook Lead Ads form with Salsa Engage, all the new supporters flowed seamlessly right into Engage!
6 ACTION ALERT EMAILS
It’s unBEElievable, Friend.

We humans have bees to thank for roughly one in every three bites of food we eat, yet they’re dying at alarming rates worldwide. Not nearly enough has been done to protect our most important pollinators.

Decades of research have shown that neonicotinoid pesticides, or neonics for short, are HIGHLY toxic to bees and are at least partially responsible for the pollinators dying in record numbers. Neonics are the fastest growing class of insecticides, yet the benefits from the most common uses of neonic treatments, as a coating on soy and corn seeds, are questionable for farmers.

The Environmental Protection Agency finally confirmed these troubling facts earlier this year, but has yet to take action to protect bees from these dangerous pesticides. Will you join us in calling on the EPA to take action NOW?

Click here to add your name: Join EWG in telling the EPA to protect bees from highly toxic pesticides before it’s too late!

Scientists have been puzzled by rapidly declining bee populations for years and if they don’t solve the puzzle soon, our entire ecosystem could be at risk. Without these essential pollinators, America’s food system will face collapse. Neonics may be only part of the puzzle, but regulating them is a simple step we must take right now – before it’s too late.

The European Union has already put a moratorium on three neonicotinoid pesticides, and Minnesota recently required farmers to end all nonessential use of the toxic pesticides. These are great steps, but we need the entire U.S. to follow suit to help save the bees. We simply can’t let chemical giants like Bayer (which could be merging with Monsanto any day now), continue to make millions of dollars off these dangerous pesticides when so much is at stake. It’s time for the EPA to halt nonessential use of neonics NOW!

Click here to join EWG today and tell the EPA to take action on bee-killing pesticides!

Thanks for standing with us, Friend.

- EWG Action Alert
Dear Friend,

Have you been missing the good old days of leaded gasoline, unlabeled allergens in food and care without seatbelts? Well, you can bet America’s mega corporations have been, and they’re gearing up to make America unsafe again. A new industry-backed bill takes aim at those pesky government rules that protect you and your family and prevent millions of deaths.

These “overly burdensome” rules include things like:

- Requiring packaged food to carry a nutrition facts panels (allergen roulette, anyone?)
- Implementing car safety rules, like mandating seatbelts (which saves 3.5 million lives, but who’s counting?)
- Banning the pesticide DDT, a probable human carcinogen (make our springs silent again!)

The so-called Regulatory Accountability Act would tie our government agencies in red tape, preventing them from taking further actions to protect American consumers from dangerous chemicals (looking at you, asbestos).

We need supporters like you to take a stand today and tell your senators to fight this bill! Tell them you need representatives who will fight to protect your family – not cave to big business’ bottom line.

If the RAA passes, agencies like the Environmental Protection Agency and the Food and Drug Administration will no longer be able to protect American consumers. That means no new restrictions on carcinogens like asbestos or regulations on pesticides like chlorpyrifos. EWG supporters know we still have a long way to go in regulating mega corporations. America needs to keep moving forward in its fight to protect consumers, not turn back the clock.

According to the Center for American Progress, powerful corporations and trade groups including the American Chemistry Council, CropLife America, Shell Oil Co. and dozens of others have spent more than $59 million in 2017 so far to lobby in favor of the “license to kill bill.” We know these corporations have nearly bottomless pockets, which is why we need every single supporter to take action RIGHT NOW before the bill is marked up in a Senate committee on Wednesday.

It’s time to make our voices heard and stop this bill in its tracks.

Join us today: Tell your senators to fight for American families and support consumer protections!

Thanks for standing up for public health.

Ken Cook
President and Co-Founder, EWG
GET A LIVE DEMO OF SALSA’S ONLINE ADVOCACY TOOLS

Discover how Salsa’s online advocacy tools will help you mobilize supporters to sign petitions, email legislators, tweet reps, and influence federal, state and local policy.

REQUEST A DEMO OR PRICING >
SKIP CONGRESS, GO LOCAL

Get Things Done with State and Local Advocacy
According to a recent sampling of national polls by Real Clear Politics, over 80 percent of Americans said they did not approve of the job Congress was doing. This high disapproval rating told us what we pretty much already know - the American people don’t have a whole lot of faith in Congress’ ability to get things done. So as a nonprofit that focuses on advocacy outreach as the primary way to achieve your mission, what should you do? The answer is a lot closer to home - think local. There’s much to be said in the current political climate for focusing your efforts on state and local government.

You’ve done everything right. You’ve got a strong, highly mobile base of support that are readily taking action with your cause. They sign petitions, write letters to Congress and even make phone calls on your behalf. In some cases, you may have a legislator or group of legislators on your side, but nothing seems to be working. Well guess what? You are not alone.

“In recent years, Congress has battled over everything from funding the government to the debt ceiling, immigration and gun reform with limited, impactful results and Americans are frustrated, to say the least.

Terrible ratings for Congress are nothing new. In the past though, Americans have tended to feel more warmly toward their own district’s representative than toward the legislative branch as a whole, but lately that number too has taken a dive in national polling.

Furthermore, few voters believe that their own income level (whatever that income level is) is well-represented by members of Congress (the majority of whom are millionaires).

With sharp party divides, and even a low approval rating for the president, now’s the time, as a nonprofit, to look beyond the congressional gridlock for other ways your organization can make an impact. There’s never been a better time to look to your state and local representation to help make change in your community. And every fire starts with a spark, right?

“There’s much to be said in the current political climate for focusing your efforts on state and local government.”
Admittedly, there are some issues that just can’t be addressed well at the local level. But many (many!) issues cannot only be addressed, but can actually result in bigger, more lasting change.

Let’s start with a brief civics lesson. The federal government is given a series of powers by the constitution, but anything not granted to the federal government is reserved for the states. This means the states have responsibility for things like ownership of property, education, implementation and distribution of aid and aid programs, regulation of industry and much more. Each state designates power to local governments that are generally divided into two tiers - counties (or boroughs in Alaska, parishes in Louisiana) and municipalities (i.e. cities/towns). Local powers are focused on things like parks and recreation services, police, fire and emergency services, transportation, public works and housing. The point here? State and local governments are responsible for a heck of a lot of issues that impact the daily lives of Americans, and can directly affect change to help and support your cause.

According to 2010 census data, the average U.S. House of Representatives member has about 710,000 constituents, even more for the average Senator. But the number of constituents per representative drops dramatically on the state level and is even lower on the local level, meaning there’s less clutter to break through and each voter has more impact on their elected officials.
Any good advocacy campaign begins with a ton of planning, and focusing on the state and local levels doesn’t change that. In fact, it may mean doing even more. When focusing on the lower levels of government, it’s key to remember that you’ll have to target each legislator with the issues that are most relevant to them and their district. This means that if you are an organization focused on the environment, you may have to hone in on improving recycling programs in one district while emphasizing the need for plastic bag taxes in another. You want to meet legislators where they are, both literally and figuratively, in terms of framing your issues and actions.

To do this, you’ll want to do some research. Try to find everything you can on the local policymakers and influencers, including whether they are appointed or elected, what issues they’ve taken a stand on before and whether they are potentially movable on your issue (some individuals won’t move on certain topics but can be swayed on others). Be honest with yourself and your organization about who’s with you, who’s against you and who can be moved.

When focusing on the lower levels of government, it’s key to remember that you’ll have to target each legislator with the issues that are most relevant to them and their district.

Before you can worry about your message, you’ll need to get your supporters organized and ready to take action. The first step is ensuring that all your critical information is stored in a logical, easy-to-access database, something you’re not going to achieve with a standard spreadsheet. If you’re not already using a CRM (constituent or consumer relationship management system, depending on who you ask), you should seriously consider it.
Managing your supporters is just part of the process. Even with their data in hand, you’ll need tools that can help you mobilize supporters into action. That’s where something like Salsa comes in. With features that allow you to do everything from design and send letters to officials on all levels (yup, even state and local) to create online petitions and even allow supporters to easily spread the word of your campaign with social sharing features, you can handle all the details of your advocacy campaign in one place and track the actions of your supporters as you go.

You’ll want to make it simple for supporters to get involved in your advocacy campaign. For many organizations, this means making it easy for them to do many of the actions online. With Salsa, for example, you can create targeted actions right on your website, so supporters can either choose click-to-call, select a form letter to send their representatives, or you can give them key points so they can create their own. And since this is the 21st century, they can choose to submit the letter or petition signature electronically, and systems like Salsa will distribute it directly to the legislator’s website submission pages.

https://www.nrcm.org/take-action/
As previously mentioned, your messages on the state and local levels will vary based on who you are trying to reach and what matters most to his or her community. This is where even more careful planning comes into play. It’s crucial to establish which legislators or leaders you will be reaching out to and create your corresponding message or messages. This will likely require digging back into your research to see how your cause or issue fits with that specific community or constituent base. Before turning to your supporters for their help or action, you’ll need to have these decisions made. It will help you craft the messages that you’ll use as petitions, or as form letters for supporters to sign, and give you key talking (or writing) points for supporters who want to create their own letters.

Writing the messages that will move supporters to action, and have an effect on legislators, can be challenging. Well-written language should include:

• **What you want to change** - Spell out your specific, achievable goals.

• **Who can make it happen** - Name not only your primary target (the legislator you’re trying to reach) but also the key influencers who can help put pressure on that target (their staff, significant campaign donors, etc.).

• **Why readers should care** - Make your case to your readers. Answer the question about why this issue or cause matters.

• **What you’re asking the decision maker to do** - This is the piece that’s sent to the target, so make it clear what action you want them to take, like voting for a bill or creating a new program.

Your message can be spread through more than just letters and petitions. Social media can be a great place to call supporters to action. For starters, they can share their views, your messages and calls to action with their friends. By providing the option on your communication vehicles to share articles, stories and requests on social media, they can spread the word to their networks and
beyond, exponentially increasing your reach. If you know you have a lot of supporters who regularly interact with your Facebook page, you can allow supporters to complete actions right within the post-like signing a petition or making a pledge.

As you establish what actions you want supporters to take, remember this: try asking for what they want first, especially on the local level, not busting in with guns blazing. Sometimes an informed conversation with clear, realistic requests is enough for leaders to take action. When it’s not, a variety of tactics and outreach to the decision makers often has the strongest impact. Either way, if you get a win with your local leader, make a big splash and reward them for their support, just like you would for a national win.

Writing your messages for social media is a little different than traditional advocacy methods. Keep the following in mind as you create your posts:

- **Never stop learning** - Try lots of different things to see what content works best for your supporters to drive them to action.

- **Stay positive** - Using positive language is more likely to drive supporters to take action, so try your best to keep the glass half full.

- **Think 100-150 characters** - Get to the point but use the space you need to be clear and compelling.

- **Make it dynamic** - Use images and links to support your messages and calls to action and keep it interesting, especially if you’re writing multiple posts on similar issues.
Ohio Environmental Council had a goal of generating more interest and awareness about the safety of drinking water in the Toledo, OH area where water sources had been polluted by toxic algae in recent years.

OEC chose to run a Facebook Lead Ads campaign around a 30-second video about cleaning up Lake Erie! Facebook users who clicked the OEC ad could easily fill out a Facebook lead form to learn more about OEC’s work.

The campaign was a huge success! OEC acquired 524 new leads while spending only $3.62 per lead and they reached 58,000 people in the Toledo area. Since they had already integrated that Facebook Lead Ads form with Salsa Engage, all the new supporters flowed seamlessly right into Engage!