Virtual Organizing 101
Toolbox!
Who’s presenting?

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About Voto Latino

- Voto Latino Foundation is a grassroots digital-first political organization focused on educating and empowering a new generation of Latinx voters, as well as creating a more robust and inclusive democracy. Through innovative digital campaigns, culturally relevant programs and authentic voices, we shepherd the Latinx community towards full realization of its political power.
Voto Latino’s Response During COVID-19

- Wash your hands for 20 seconds.
- Cough into your elbow.
- Stay at home if you're sick.
- Don't touch your face with dirty hands.
- Don't be racist.
- VOTE VOTE VOTE.

Stay at Home
Take the Census!
Transitioning from in person to virtual grassroots organizing.
Factors to Consider When Choosing your Tools

➔ Organizational / Group / Self goals (short-term to long-term)
➔ Capacity
➔ Current Gaps
➔ Free vs. paid digital tools
➔ Challenges per region
➔ Challenges per community
Goals (Short–Long)

- What are the **current goals** for your organization/group/self?
  - What are you trying to accomplish?
  - What does success look like to you?
- Have these changed amid COVID-19?
  - What are the **new goals** moving forward?
- Is there a clear mission you could rely on to not lose focus?
Capacity

★ Administrative support?
  ○ Is it just you? Is your group non traditional (Volunteer run) ? Short - staffed?

★ Roles & responsibilities

★ Maintain level of interactive experiences – Staying consistent!
Current Gaps

- Be realistic with gaps in organization/group/self
- Can new tools or systems address gaps or widen gaps?
  - More or less difficult to maintain
Free vs. Paid Digital Tools

★ Is there a budget?
★ Consider what is doable and what is not?
  ○ Consider short- long term goals and your mission’s timeline
★ What is necessary and what is not?
Challenges Per Community 🫂

★ Who is your target audience/demographic?
★ What are the challenges they are currently facing?
★ What are the challenges they could face?
★ What works best for your community (target audience)?
Challenges Per Region 🌍

★ What are your target regions / areas / locations?
★ What are the challenges the region / area currently face?
★ What are the challenges that could arise given geography / politics / external factors?
★ What would work best for the region?
TOOL TIME!
Let’s start with the more obvious ones!

➔ **Social Media Tools!**

- **Facebook**
  - Community: Groups, Events, Pages + more!

- **Instagram**
  - IG stories, Lives, & Swipe Up feature (must have a business account with more than 10K followers) + more!

- **Twitter, Snapchat, TikTok**

- **Others?**
Keep in mind:

➔ Tools should lead to secondary actions
➔ Create Community
➔ Tell your story
➔ Make sense to your audience/goal/work
➔ Build Relationships
➔ Inspire + Recruit!
Tips on posting

It’s awesome to post, but let’s make sure you’re set up for success!

- Powerful Storytelling: Get personal!
- Follow the big moment
- Keep videos to 1 minute or less
- Keep it simple and easy
- Pick one call to action and stick to it
- Engage with your audience—ask a question or use one of our calls to actions

- Don’t forget to tag! @VotoLatino
- Create and/or use and easy and popular Hashtag (but not too many!)
- Repost & Uplift!
- Link with other groups/pages!
- Always create or post content with action items
- Link up! Resource: bit.ly
- Connect with other admins/influencers or community leaders
- Others?
Useful Tools for Virtual Organizing

➔ Whatsapp
➔ Slack
➔ Hustle (Text-Banking)
➔ MobileCommons (Broadcast SMS)
➔ G-Suite
➔ Zoom
➔ EveryAction

➔ FreeConferenceCall.com
➔ UberConference
➔ Trello
➔ Asana
➔ Canva
➔ Phone banking
➔ Calendly
Useful Tools

➔ **Canva**
  - Allows you to create **high-quality graphic designs** for social media, presentations, or company materials.

➔ **Calendly**
  - Allows you to **set up meetings or conference calls** with your teammates with a simplified process. **Eliminates the need for back-and-forth emails!**

➔ **Trello**
  - A great **product management tool** that allows you to streamline projects you’re working on and collaborate with team members.
Virtual Organizing Tools

➔ **G-Suite**

- Includes a wide-range of useful tools like: Gmail, Google Drive, Calendar, Hangouts, Docs, Sheets, Slides, and Forms.
- **Docs, Sheets, and Slides** make **team collaboration** on projects easy and accessible to everyone as you can **simultaneously** work on documents, spreadsheets, and presentation slides with your teammates.
- **Google Calendar** makes it easy to **manage your personal calendar** and send meeting invites to your teammates.
- **Google Drive** allows you to store all essential documents in one place so they don’t get lost on your personal computer!
Virtual Organizing Tools

Asana

- Great project management tool for teams
- Asana helps you stay organized, hit deadlines, and achieve your goals!
- Allows you to create projects and assign tasks with deadlines to fellow team members
- Allows you to create a space for teammates to collaborate on projects, answer questions, and troubleshoot problems.
- Allows you to attach various types of files to tasks for your teammates’ review
- Allows you to handle all communication about a task within Asana which helps prevent any miscommunication among team members.
- Asana has many great integrations including: Gmail, Slack, Microsoft Outlook, Dropbox, Google Drive, and more!
- Other Project Management Tools: Monday.com, BaseCamp, JIRA
Virtual Organizing Tools

➔ Zoom

◆ If your organization has transitioned to working remotely during the COVID-19 outbreak, this is a great resource to have, if you don’t already!

◆ Zoom allows you to **hold meetings virtually, host webinars** (like this one!), and **engage in virtual group collaboration**.

◆ This is a great tool to **connect with your team, stay up to date on important developments**, and **hold important meetings** while working remotely!

◆ Other Virtual Meeting Tools: Google Hangouts (part of G-Suite), GoToMeeting
Virtual Organizing Tools

➔ EveryAction

◆ EveryAction is a **fundraising, donor management, and advocacy CRM** designed for managing fundraising, donors, and volunteers using a unified platform.

◆ Allow your organization to **send emails, maintain and update records of your supporters, create landing pages, create event RSVPS**, and so much more!

◆ Allows your organization to **schedule emails, create automated email series**, and **track data on emails** (opens, clicks, unsubscribes, etc.)

◆ Other CRMs: ActionKit, ActionNetwork, BSD Tools, NGP VAN, MailChimp, SalsaLabs
Virtual Organizing Tools

➔ Hustle (Text-Banking)

◆ One of the leading Peer-to-Peer (P2P) texting platforms!
◆ Allows your organization to import contacts to text them.
◆ Allows your team to text 1,000+ people an hour. Your contacts see a normal SMS from a local number.
◆ Allows you to set measurable campaign goals (i.e. event attendance #s, fundraising outreach, or re-engaging contacts)
◆ Allows you to create fully customizable scripts to make it easy for your team to connect with your contacts!
◆ Allows you to get real-time responses!
◆ If a contact wants more information, you are able to respond to questions and provide more information.
◆ Other P2P SMS platforms: Spoke, GetThru, Remind App
Virtual Organizing Tools

→ MobileCommons (Broadcast SMS tool)

◆ One of the leading broadcast SMS tools!
◆ Allows your organization to text contacts that opt-in to your program using a shortcode. (i.e. text VOTE to 73179)
◆ Sends one message to multiple people. This is legal because people opt-in versus P2P texting.
◆ Messages can be scheduled to send later, segmented to a particular list segment, and data collected is put into the system for contacts.
◆ Allows you to get real-time responses! If a contact wants more information, you are able to respond to questions and provide more information.
◆ Other Broadcast SMS tools: Revere Suite, HubDial, Twilio
Virtual Organizing Tools

➔ Slack

- Slack is a really useful **instant messaging platform** for your team!
- Allows you to communicate with your team members through channels and workspaces.
- Allows you to send **direct, private messages** to individuals on your team or a **public message to your team through a channel**!
- This is a great tool to **replace email communications** with your team that could get lost!
- For adding volunteers to Slack, make sure to create a code of conduct and guidelines.
Voto Latino’s Virtual Organizing Tools

Voto Latino uses these tools to engage people from home:

➔ P2P Text Banks → **Hustle**
➔ Social Media Engagement → **Instagram, Facebook, Twitter**
➔ Digital Engagement (email + SMS) → **EveryAction, MobileCommons**
➔ Virtual Webinars, Roundtables, Trainings → **Zoom**
➔ Internal Communication with Volunteers/Staff- **Slack, Email, Google Hangouts, UberConference, and FreeConferenceCall.com**
Framing our CTAs

➔ First ask: what is your theory of change (TOC)? A strong theory of change makes clear and convincing links between the activities of an organization and the outcomes it wants to see in the world.

➔ With your TOC, you provide supporters or volunteers with a meaningful way they can take action that clearly helps solve the moment and urgency you’ve already identified.

➔ **Always remember:** Present a problem, a solution, and a helpful action that the supporter can take.

➔ **Make asks clear, concise, and direct.**
Sample Scripts 👍

Get creative!

SAMPLE TEXT SCRIPT

Hi Mom, have you heard about the Census? It’s happening in April and it’s super important! 🙌

No, what is it? ⏳⏳⏳

The Census happens every 10 years and it impacts $1.5 trillion for our community! 👍

Hmm, when do we do it? 😳

What about the citizenship question?

You’ll get a letter about the Census in March 2020. There is NO MORE citizenship question. But we still have to make sure we get counted.

Ok, sounds good! When are you coming home for dinner? 😊❤️
More Examples! 👉
WhatsApp, Facebook Messenger, IG Messages
Facebook Group Posts/Chats

Facebook Groups are a great way to communicate to a specific audience that are already grouped by a common purpose or interest.
Starting a Group Conversation

- Start a new thread
- Share a news clip or article about the Census
- Start a Census Q&A
- Start a picture sharing thread
- Share a Census meme
- Reach out to new Facebook friends and encourage them to be leaders
- Physical Distancing Zoom party with your FB group!
Hi! 👋 My name is ________ and I’m here to chat about the 2020 Census! I’m not sure you all have heard about the Census, but it is an important event that happens ONCE in a decade that helps our community obtain critical resources.

Has anyone completed their Census?

Start a picture sharing thread!

- Tag 2-3 of your friends from the Facebook Group in your post

Hey! I just filled out the Census! If you’re not sure what to do with your time, you should too! It’s a great way to help support our community Take a #CensusSelfie!

Share a Census meme.

- Share one of the Census memes from the Google Drive: bit.ly/censusmemes1
- Check out our full resource toolkit at bit.ly/aapi2020censusresources
Share a news clip about the Census

Share a quote from a news clip and link to the article.

“The Associated Press reported Monday that Census officials issued a statement responding to rumors circulating on Facebook and Twitter falsely claiming that Americans who respond to the census would be eligible to receive cash rewards from the government.

Congress and the Trump administration have discussed the possibility of issuing such checks to Americans in recent days as part of a stimulus package to be passed in response to the coronavirus epidemic, which has shuttered businesses nationwide.”

Hi! 👋 My name is _________ and I’m here to chat about the 2020 Census! I’m not sure you all have heard about the Census, but it is an important event that happens ONCE in a decade that helps our community obtain critical resources.

Has anyone completed their Census? I’m happy to answer any questions about the Census! Here’s a question that’s commonly asked by my community.

- **Question:** What information will not be requested by the Census?
- **Answer:** The Census won’t ask you for --
  - Social Security numbers.
  - Bank or credit card account numbers.
  - Money or donations.
  - Anything on behalf of a political party.
Physical Distancing Zoom party with your FB group!

Hi! My name is ________ and I wanted to introduce myself to the group! As we wash our hands and keep ourselves healthy and safe, I thought this might be a good opportunity for all of us to get to know each other by holding a physical distancing Zoom party!

Bring yourself and we'll have a quick conversation about the 2020 Census, and then jump into program / activity...[Come up with a program related to your Facebook group!]

>> [ZOOM PARTY LINK] <<

🎉🎉🎉
Ready. Set. Go!

Si... claro...
Virtual Text Banking “Party” Activations!

**CENSUS DAY ACTIVATION!**

APRIL 1st
12pm–3pm EDT
11am–2pm CST
10am–1pm MDT
9am–12pm PDT

Register
Full Link: bit.ly/TextCensusDay

**CENSUS DAY 2 ACTIVATION!**

APRIL 20th
6pm–9pm EDT
5pm–8pm CST
4pm–7pm MDT
3pm–6pm PDT

Register
Full Link: bit.ly/TextCensusReminder

SOMOSMAS2020.ORG
Virtual Text Banking “Party” Activations!

PAID SICK LEAVE ACTIVATION!

APRIL 9th
3pm–5pm EDT
2pm–4pm CST
1pm–3pm MDT
12pm–2pm PDT

Link: bit.ly/VLpaysickleave

Link to register
Opportunities with VL

★ **Partnerships** → Email partnerships@votolatino.org

★ **Volunteer** → Visit https://votolatino.org/get-involved/

★ **Fellowships** → Email Dulce at dulce@votolatino.org

★ **Events** → Visit https://votolatino.org/article/events-map/
  ○ Webinars + more virtual events!
Thank you!

Watch out for Part 2!

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