Assessing Your Digital Readiness for GOTC

Hi, I'm Cheryl!

CEO
Do Big Things

Who We Are

270 STRATEGIES

DBT

270 Strategies and Do Big Things

We are community organizers, digital strategists, communications professionals, and data scientists who have dedicated our lives to building communities, campaigns, and organizations focused on making the world a better place.

We got our start working for presidential campaigns and cause-based organizations and know that organizing starts with a deep understanding of your community. Over the last five years, we've worked with hundreds of national and international campaigns and advocacy organizations to build out their campaign and engagement programs.

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Do you have census specific questions?

Check out these census resources:

- **U.S. Census Bureau**

- **Census Counts Website**

- **Census 2020 HTC Map (Romalewski)**

- **GOTC Toolkit**

- **Count All Kids (children)**

- **Prison Policy Initiative (incarcerated people)**

Our Process

Content will be driven by a comprehensive analysis of the field, paired with our organization's wealth of experience in relevant civic engagement work

Since October 2018, our team has conducted digital assessments of National Hubs:

Ongoing Collaboration:

Training Schedule

JUL 24	Crafting Your Census Campaign Plan
AUG 13	Assessing Your Digital Readiness
SEP 10	Content Strategy for HTC Communities
SEP 26 *Updated date*	Developing Your Hard to Count List
OCT 08	Optimizing your GOTC Program

TODAY

UP NEXT

This is the second of five online trainings that will walk you through GOTC from **plan development to program evaluation**

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Today's Agenda

Here's what we're going to cover today

Training Goals

Reaching Your Audience Online

Organizational Assessment

Tools and Consultants

Q&A

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Goals for Today's Training

1) **Assess your digital readiness**

2) **Understand your team's skill set, gaps, ability**

3) **Learn tools and skills needed to effectively execute campaign plan**

Digital Readiness Assessment

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Census Digital Readiness Assessment

Census Counts Digital Organizing Training Series

Overview

This document serves to help you and your organization assess your digital readiness for Get Out the Count (GOTC). Following the completion of this assessment, you will have explicitly outlined:

1. Who your digital audience is;
2. An organizational assessment of your skills, capacity and budget;
3. An assessment of your existing digital organizing tools;
4. New digital tools to invest in for maximum effectiveness; and,
5. Where you may or may not need a consultant's help.

Note: This document is best utilized after completing the Census Counts online training: Assessing Your Digital Readiness for GOTC. Go to CensusCounts.Org/digital-organizing-tools to watch our full training on digital readiness and the concepts referred to in this document.

Reaching Your Audience Online

Your Campaign Strategy

Mission   Ultimate end-result or
                achievement

Goal   Objective that must be reached
                to advance the mission

Strategy   Plan of action designed to use
                your resources to achieve the
                goal

Tactics   Specific actions taken to carry
                out the strategy

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Your Campaign Strategy

Mission — Ultimate end-result or achievement

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Tactics — Specific actions taken to carry out the strategy

1. Audience
Who you are going to reach – your community

2. Message
Tailored and targeted messaging to motivate your audience to complete the Census

3. Action Plan
How you will motivate your audience complete the Census

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From our Crafting Your Campaign Plan for Census training

Audience

Grounding the work in your organization's HTC community

Who are your mobilizing to complete the census?

You should research things like:

Historical census participation numbers

Change in the makeup of your community since 2010

Internet accessibility of your community

Successes from past platforms and tools

Tactics from other campaigns and allies

Audience

Digital outreach is effective and efficient, especially for hard to reach communities.

Percent of adults who regularly use the internet:

➔ Rural: 85%
➔ Urban: 91%
➔ Black: 85%
➔ Hispanic: 86%
➔ Income <$30k: 82%

Source: Pew Research

Audience

Meet your community where they are, and utilize existing knowledge + research to target and reach your audience.

Where does your community get their information?

Social media, TV, radio, online news, etc.

Where is your community most engaged online?

Facebook, Instagram, YouTube, etc.

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Tactics

How can you reach your community and motivate them to *action*?

Digital Organizing!

A set of tactics to reach your *community*.

What is digital organizing?

Relational organizing

What is relational organizing?

Relational organizing is harnessing **personal relationships and connections** to reach and communicate with your target audience.

Amplifying your overall campaign plan

How does digital organizing fit into your larger census campaign plan?

Integration!

Digital organizing should never be separate or siloed **– your online tactics should amplify your offline action.**

Organizational Assessment

Are you ready for digital organizing?

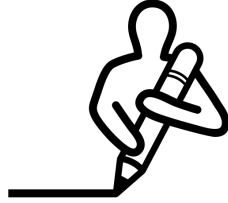# Skills

You probably have some of these skills – for example, many people use Facebook – it's about *transferring* **those skills to move people to complete the census**
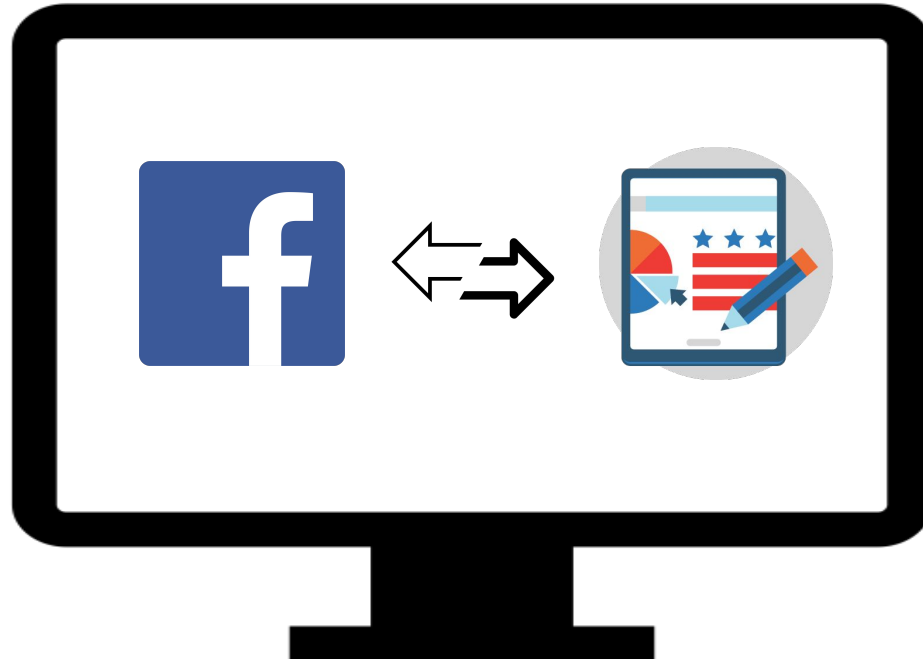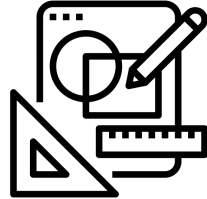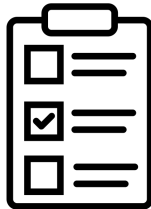

Do it!

Skills needed for digital organizing

Writing
(writing to reach your audience)

Design/Creative
(what images are best)

Checklisting
(for digital)

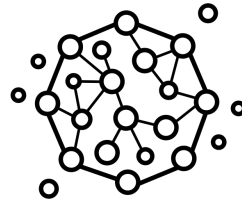CENSUS COUNTS 2020   270 STRATEGIES

Skills needed for digital organizing

Technical Skills

Setting up emails, updating website, using social media (platforms and/or software)

Targeting

Data Management

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Where can your staff build these skills?

Category	Example
On-the-job training and skill sharing	Your colleagues and connections
In-person trainings	National hub networks (i.e. State Voices, Leadership Conference) meetings
Additional webinars	Census Counts webinars and videos
MOOCs (massive open online courses)	Lynda.com, EdX.com

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Capacity

Questions to Consider

Capacity

Does your organization have digital staff? Can you bring someone onboard?

What is the experience of your organizing, communications or data staff? Could they fill that gap?

Do your existing staff members have the time and resources to do this work?

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Budget

Questions to Consider

Budgeting

What do you need to spend money on? How many people are you trying to reach?

How can you prioritize digital organizing + cut costs?

Where can you engage volunteers in your work? Where can you use free tools?

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Tools

Tools

Digital tools are mechanisms to efficiently execute your digital organizing tactics, which are a part of your broader strategy.

Types of Tools

Tools you may need for **digital organizing programs**

Media + Messaging

Data Analytics + Modeling

Community Engagement

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Types of Tools

Tools you may need for **digital organizing programs**

Media + Messaging

- ❏ Digital ad targeting

- ❏ Digital ad buying

- ❏ Email mailers

- ❏ Social listening

- ❏ Social networks

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Types of Tools

Tools you may need for **digital organizing programs**

Data Analytics + Modeling

❏ Content testing & optimization

❏ CRM & data management
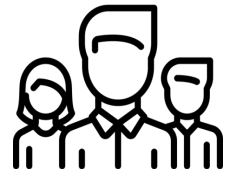
❏ Data aggregation & mapping

❏ Modeling & targeting

Types of Tools

Tools you may need for **digital organizing programs**

Community Engagement

❏ Mass texting

❏ Peer-to-peer texting

❏ Relational organizing

❏ Volunteer management

Keep in mind: many of your offline tactics (e.g. canvassing) will be supported by digital tools.

4-Step Process for Successful Tool Use

1   **Assessment of current tools**

2   **Assessment and selection of new tools**

3   **Adoption and integration of new tools**

4   **Ongoing monitoring of use and general troubleshooting**

Assessing your existing tools

When assessing your existing tools for digital organizing, your organization should consider...

1. **How do you plan to reach your audience online? What tools do you have?**

   Tactics

2. **Can your staff effectively use your tools?**

   Skills

3. **How do your tools impact your staff's time and resources?**

   Capacity

4. **Are your tools proven to generate concrete results to justify the cost?**

   Budget

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Tool selection guidance

When selecting tools for digital organizing, your organization should consider…

1. **What are you looking to do?**
   Tactics

2. **Which tools match up with the skill set of your team?**
   Skills

3. **Will this save you time and resources?**
   Capacity

4. **How much are you able to spend?**
   Budget

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Tool Example: Hustle

Tactic

Peer-to-peer SMS

Skills

Writing, cmty mgnt, mobile phone use, smartphone + internet accessibility

Hustle

Capacity

1 hour per 1,000 messages

Budget

$0.30 per contact (estimated, varies by size of list)
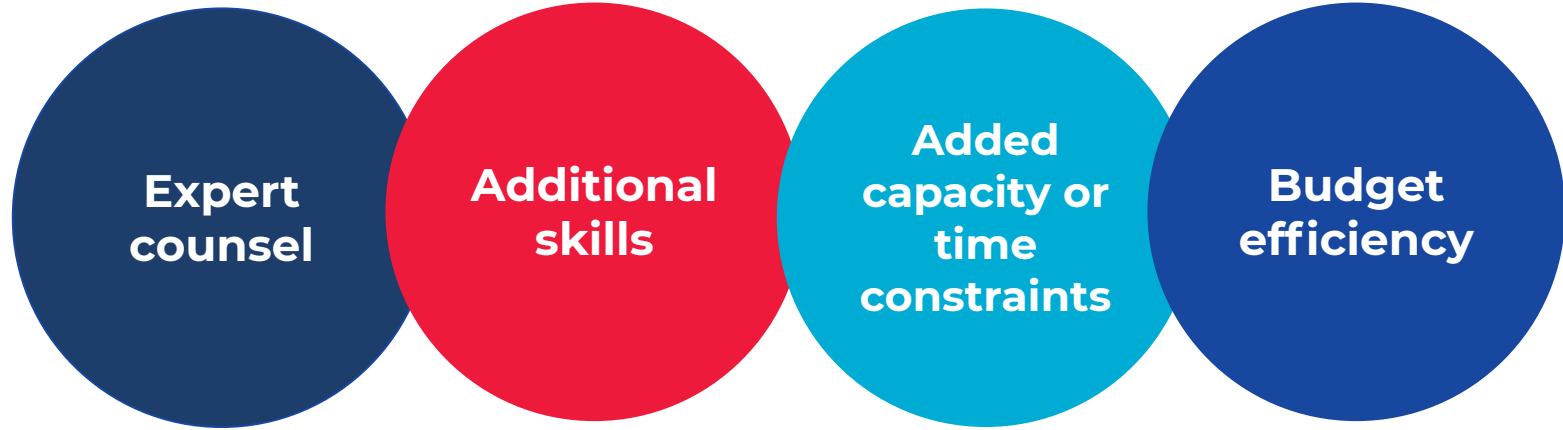
Working with Consultants and Vendors

Consultants and Vendors

Working with outside consultants and vendors **isn't for everyone or every situation****.**

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Why should you hire a consultant or vendor?

Expert counsel

Additional skills

Added capacity or time constraints

Budget efficiency
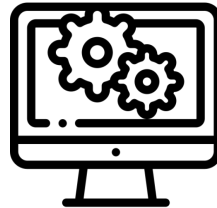
Types of Consultants

Strategy

General consulting, outside assessment of programs, strategic planning

Program-specific

Digital ads consultants, SMS consultants, email consultants, social media consultants, etc.

Production

Website production; video filming, editing and production

Check out our GOTC Budget Template for estimated pricing for consultants

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HTC Communities and Consultants

Your consultants should have strong a deep understanding of and history of working within your community.

Cultural competency should be prioritized when assessing if a consultant is right for your organization.

Full Group Q&A

Next Step: Complete the GOTC Digital Readiness Assessment

Next Step: Complete the evaluation, which will be in your inbox shortly.

Up next, on September 10th is:

Content Strategy for HTC Communities

Registration for this training is now open: go to censuscounts.org/digital-organizing-tools to join!

Thank you!