NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA AND SHIFT THE BAY DIGITAL ORGANIZING TRAINING

May 2022
AGENDA

- Introductions
- The “what” and the “why” of digital organizing
- Telling effective stories to build power
- Meeting supporters where they are & the Ladder of Engagement
- Digital Tools
- Questions?
THE “WHAT” AND THE “WHY” OF DIGITAL ORGANIZING
Digital organizing lifts up community voices

Is a tool to expand our reach to historically underrepresented residents

The Housing Element process must include community input — but that only works if residents show up and speak out.

Far too often, NIMBY voices are the loudest, even when they are in the minority.

Digital organizing provides the tools to reach, recruit, and mobilize residents to take part in the process and build our own powerful narrative.
What is Digital Organizing?

Digital organizing is the process of using technology to mobilize people. Organizing teams coordinate with people digitally to achieve goals and expand progress for an issue or cause.

What can it be used for?

- Do outreach for an issue or campaign
- Share information on issue or campaign
- Bring people together that care about an issue
What Makes Digital Organizing Work?

If you’re asking supporters for their time, attention, and energy, you need to be providing something of value in exchange!

● Useful information and learning opportunities
● A feeling of community/belonging
● Meaningful work that can accomplish change
● Entertainment

Good organizing involves a give-and-take – you’re not always trying to extract things from your supporters.
TELLING EFFECTIVE STORIES TO BUILD POWER
POP QUIZ
<table>
<thead>
<tr>
<th>Statistics</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 million</td>
<td>U.S. abortion restrictions in 2021</td>
</tr>
<tr>
<td>108</td>
<td>World population</td>
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<td>7.9 billion</td>
<td>% of women in Congress</td>
</tr>
<tr>
<td>27</td>
<td>COVID deaths worldwide</td>
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Match the statistics with an issue

- 6 million: U.S. abortion restrictions in 2021
- 108: World population
- 7.9 billion: % of women in Congress
- 27: COVID deaths worldwide
## Match the person with an issue

<table>
<thead>
<tr>
<th>Person</th>
<th>Issue</th>
</tr>
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<tbody>
<tr>
<td>Breonna Taylor</td>
<td>Hate crimes</td>
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<td>Emma Gonzalez</td>
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<td>Malala Yousafzai</td>
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<td>Matthew Shepard</td>
<td>Black Lives Matter</td>
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<td>Christine Blasey Ford</td>
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Match the person with an issue

- Breonna Taylor: Hate crimes
- Emma Gonzalez: Girl’s education
- Malala Yousafzai: Sexual assault
- Matthew Shepard: Black Lives Matter
- Christine Blasey Ford: March for Our Lives
WHY DOES STORYTELLING MATTER?
## Stories

<table>
<thead>
<tr>
<th>Are universal</th>
<th>Help us process information</th>
<th>Shape identities</th>
<th>Make connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stories allow us to relate to each other. Bridge cultural, linguistic, generational divides.</td>
<td>Brains are wired for stories. We may forget data but we’ll remember a story and can be inspired to act.</td>
<td>Help to defined the way we see ourselves, issues, and the world around us.</td>
<td>Powerful stories tap emotions that can bind us to people, places, and causes.</td>
</tr>
</tbody>
</table>
Powerful stories stick with you
Effective storytelling

Make it personal

Why do you care about this issue?

How has this impacted your life or the lives of people you care about?

How does it make you feel?

Recall the core messages of the campaign
Effective storytelling

Relate and connect to your audience

What common experiences or concerns do you have?

What can you agree on?

Why should they care about this issue? How does it impact them?
Effective storytelling

Use data — selectively

*What facts or data can help validate your point of view?*

*Is there data that may surprise you?*

*Is there inaccurate information that can be corrected with data?*
Effective storytelling

Be clear and concise

What do you want the audience to do?

What do you want them to feel?

What do you need them to know?
Show and Tell
MEETING SUPPORTERS WHERE THEY ARE & THE LADDER OF ENGAGEMENT
Meeting folks where they are & the ladder of engagement

- This is the practice of bringing people in with a small ask (signing a petition, for example) and then gradually giving them more substantive ways to get involved.

- This progression for Housing Elements organizing might look like: share post on social media > attend public meeting > share public comment
Meeting folks where they are & the ladder of engagement

- People jump around on this ladder – it’s not totally linear! But generally, you want to meet people where they are and not require a super high-bar action up front.

- Give people more than one way to get involved – if your only ask is for someone to tweet at a target and they don’t have a Twitter account, you’re going to lose them.

- The most impactful action depends on your jurisdiction. Written comments are typically lower-bar than in-person participation — but your process may determine what is possible.
Digital Organizing Channel Overview

Digital organizing is the use of digital channels to support campaign organizing efforts on the ground.

**Website/Petition Page**  Share info. Post actions. Collect information.

**Email**  Direct response. Ask for mobilization, actions, etc.

**SMS**  Drive calls, organize volunteers, GOTV, etc.

**Social media**  Amplify your message. Build community. Establish credibility.
Playing to the strengths of each platform

Website/Petition Page

- Create a petition page highlighting top policy outcomes coming out of housing elements in your community
- You can collect emails and phone numbers for your email and SMS program
- The information is pretty static – takes more time to set up and edit
- Housing Elements messaging can help create effective petition language
People who live in our community right now need stability — and that means protections like rent control and just cause policies for eviction. With the costs of housing rising so fast, families who are forced out of the homes they live in face an impossible situation.

Our community needs a housing plan that protects residents from harassment, eviction, and out-of-control rent hikes. That's the only way we can care for our families, plan for our futures, and build the kind of stability that will enable us to thrive over the next decade.

Sign this petition today to tell our leaders that you support policies that stabilize and protect our communities.

Contact Information
First Name
Last Name
Street Address (Optional)
Postal Code
City
State/Province
Playing to the strengths of each platform

Email

- Direct email allows you to talk directly with your support — and there are free programs
- You can invite supporters to Housing Elements public hearings or to submit public comments.
- Simple is good! Start with social media content, and use the extra space email allows to add more context or sample message text.
Playing to the strengths of each platform

SMS

- Allows you to share information quickly and simultaneously
- Most people have cell phones and will read your message
- You have to get people to opt-in to your texting list
- If you don’t have an SMS program but might in the future, consider requiring cell phone numbers when collecting names for SMS or other outreach
Playing to the strengths of each platform

Sample SMS

San Jose is putting together a long-term housing plan to meet our community's needs. Do you think we need more affordable housing options? Text Y or N

We agree! Now we need to speak up to make sure we create housing options people can afford. Join the public meeting on June 22 -- click here for details
Playing to the strengths of each platform

Facebook

- Grow engagement and awareness through storytelling, shareables, video
- Private FB Groups for organic engagement & User Generated Content
- Links to press coverage
- Social Media Canvassing (message the people that like and comment on your content)
Playing to the strengths of each platform

Facebook

Housing costs are out of control — but it doesn’t have to be that way. We have a chance right now to create the kind of housing options that will hold our community together instead of pushing the next generation out.

Tell city leaders what YOU want to see... See More

Sample Facebook posts

- NHÀ Ô CÔNG BANGE NGAY BAY GIỜ
- 爭取住房正義就是現在
- JUSTICIA CON LA VIVIENDA AHORA
- 주거정의를 지금 실현하십시오
- СПРАВЕДЛИВОЕ РЕШЕНИЕ ВО ЖИЛИЩНОМ ВОПРОСУ СЕЙЧАС
- الإسكان العدل الآن
- HUSTISYA SA PABAHAY, NGAYON NA
Playing to the strengths of each platform

*Instagram*

- Use the Instagram Live Feature to livestream public Housing Element meetings
- Do an Instagram story to create engagement and show support for affordable and sustainable housing options
- Experiment with Reels, Stories, etc. to share real-stories of our neighbors and how the outcomes of the Housing Elements play out in real-life
Playing to the strengths of each platform

*Instagram*
Playing to the strengths of each platform

- Applying pressure on policymakers
- Monitoring & listening: rapid response, media relations, influencer engagement
- Partnering with amplifiers and influencers
Playing to the strengths of each platform

Twitter

Sample Twitter post

HOUSING JUSTICE NOW 🏠

Speak up for the kind of housing YOU want to see here

We have a once-in-a-decade chance to create housing policy that works for our families, our neighbors, and our community.

The deadline for public comments is [DATE]

4:59 PM · 5/17/22 · Twitter for iPhone

View Tweet activity
What Tactics Can You Use?

- Phone calls to officials
- Webinars to educate volunteers
- Research local campaign targets
- Lobby meeting training
- Peer-to-peer texting
- TikTok stitches to react to a trending topic
- Hashtag takeover
- Change profile pic and cover photo
- Story collection
- Comment on an official’s social media post
- Participate in a phone bank
- Train a new volunteer
- Submit a public comment to a government agency

...and so much more!
QUESTIONS?