



FOURTH ANNUAL
Convio Summit
November 16-18 **2009**

The Anatomy of a Successful Online Advocacy Campaign

Noah Cooper, Senior Consultant, Technical Design Services

Joel Bartlett, Assistant Director of Marketing, PETA

Barry Jackson, Online Advocacy Manager, AARP

Kevin Reid, Vice President, Amplify

Tuesday, November 17, 2009

convio.com

Agenda

- Introductions
- Best Practices for Your Advocacy Campaign in Convio
- Features You May Have Missed
- Case Studies
 - ▶ PETA: Brookstone and Ringling Bros. Circus
 - ▶ AARP: Health Action Now
 - ▶ National Association of Realtors: Extend and Expand the Homebuyer Tax Credit
- Questions for the Panel
 - ▶ Remember to visit the Expert Lab for hands-on assistance

The Panel

Noah Cooper, Senior Consultant, Technical Design Services



- Worked at Convio for nearly 3 years
- Previously worked for PETA for 3 years
- Lover of all things online Advocacy!

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http://twitter.com/noah_cooper

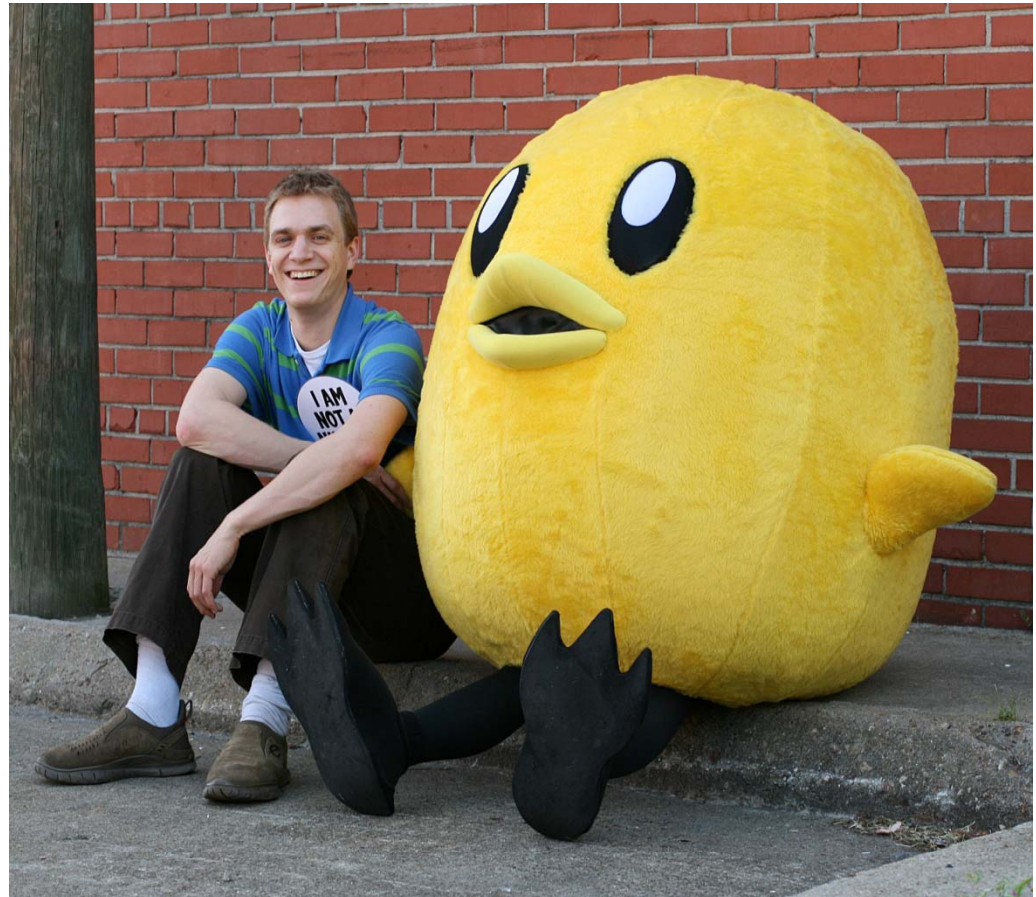
The Panel (continued)

Joel Bartlett, Assistant Director of Marketing, PETA

- Began his career at PETA working in peta2
- In 2005, stepped into his current role as PETA's assistant director of marketing
- In 2008, named "a rising star" by *Online Media and Marketing Association Magazine*

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The Panel (continued)

Barry Jackson, Online Advocacy Manager, AARP

- Has spent over a decade in the government-relations arena.
- At the AARP, he is responsible for recruitment, education and mobilization of activists.
- Before AARP, Barry was most recently employed by the Lance Armstrong Foundation.



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The Panel (continued)

Kevin Reid, Vice President Internet & Social Media, Amplify Public Affairs

- Heads up Amplify's Internet group
- Has worked with a wide range of clients including Earthjustice, the National Association of REALTORS, The United Church of Christ and Verizon Communications.
- Was Director of Internet communications at the U.S. section of Amnesty International



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Best Practices for Your Advocacy Campaign



**BEST
PRACTICE
MAKES
PERFECT**

Best Practices for Your Advocacy Campaign

- Allow constituents to customize the subject line and message content
- Use built-in Advocacy Participant Groups to segment and conditionalize content
- Always use Tell A Friend
- Make sure to expire alerts, and customize the Alert Expired Page to give constituents updates

Best Practices for Your Advocacy Campaign

Allow (or better yet require) constituents to customize the subject line and message content

- Risk the urge to “control the message”
- Use Opening and Closing text for content that you wish to be included in every message

3. Subject Edit Option:

Choose whether advocates can edit the Message Subject.

- No
- Yes (optional)
- Yes (required)

Best Practices for Your Advocacy Campaign

Use built-in Advocacy Participant Groups to segment and conditionalize content

- Don't annoy your most engaged constituency by not recognizing them for what they've already done
- Use follow-up communications to offer follow-up actions like Tell A Friend, and give updates

```
[[?[[S45:8341]]::TRUE::  
Thank you for taking action. Be sure to <a  
href="http://www.mysite.org/site/TellAFriend">share  
this action alert with your friends and family</a>.  
::  
<a href="http://www.mysite.org/site/Advocacy?id=101">  
Take action today</a>.  
]]
```

Group Summary	
Group ID:	8341
The number of users in this group:	0
The number of active users in the group:	0
The number of users with email status 'Hard Bounce':	0
The number of users with email status 'Soft Bounce':	0
The number of users who opted out from email:	0
The number of users with valid email:	0

Best Practices for Your Advocacy Campaign

Always use Tell A Friend

- Advocacy one of the best opportunities for “viral effect”
- Couldn't be easier to turn on
- Try to come up with a reason Tell A Friend isn't right for your organization – you can't



Best Practices for Your Advocacy Campaign

Make sure to expire alerts, and customize the Alert Expired Page to give constituents updates

- Search engines and old emails will continue to drive traffic to alerts
- Let advocates know when you've won, or lost, and give them more actions to take, such as a list of related alerts
- If you prefer to use an external page instead, use this page to insert a redirect

Best Practices for Your Advocacy Campaign

1. Identify Alert
2. Advanced Options
3. Alert Message
4. Select Targets
5. Select Contact Fields
6. Include Questions
7. Configure Autoresponder
8. Thank You Page Options
9. Design Alert
10. Configure Pages
11. Preview Alert
12. Publish Alert

Customize constituent-facing pages for this alert. How you configure the ale

Page	Actions	Custom Content Status
Take Action Page	Customize Page	✓ (Custom page created)
Alert Splash Page	Customize Page	✓ (Custom page created)
Confirm Action Page	Customize Page	✗ (Using default page)
Print Letters Page	Customize Page	✗ (Using default page)
Alert Already Taken Page	Customize Page	✗ (Using default page)
Alert Thank You Page	Customize Page	✓ (Custom page created)
No Recipients Page	Customize Page	✗ (Using default page)
Alert Expired Page	Customize Page	✗ (Using default page)
Tell-a-Friend Confirmation Page	Customize Page	✓ (Custom page created)

Features You May Have Missed

- Action Alert RSS Feed
- Advocacy Issues and the Alert List Component
- Email Filters
- Engagement Factors
- Rewards

Features You May Have Missed (continued)

Action Alert RSS Feed

- Configure a single Site Option - `ADVOCACY_RSS_ENABLED`
 - ▶ Don't have access to Site Options?
Talk to your AM
- RSS feed link is automatically added to action alerts, but you can manually add it elsewhere
- A service like Yahoo! Pipes can be used to segment into multiple feeds



Features You May Have Missed (continued)

Advocacy Issues and the Alert List Component

1. Setup your organization's Issues
 - a) Not to be confused with Interests
2. Associate each alert with an Issue

1. Identify Alert
2. Advanced Options
3. Alert Message
4. Select Targets
5. Select Contact Fields
6. Include Questions
7. Configure Autoresponder
8. Thank You Page Options

1. Priority:

Assign a Priority to this alert for display in lists.

Medium ▼

2. Associated Advocacy Issues:

Click the following link to associate Advocacy issues with this alert:

[Associate Issues](#)

No issues selected for this alert.

3. Copy of Emailed Messages:

To receive copies of all alert messages *emailed* to targets, enter your email address.

Features You May Have Missed (continued)

Advocacy Issues and the Alert List Component

1. Insert the Alert List and select specific issue
2. Place the Alert List in a reusable and insert it in your page wrapper
3. Want an Alert List on a non-Convio page? Use the Open API!

Component Type	Component
Advocacy	Alert Info
Clubs	Alert List
Content	Alerts Taken List
Convio API	Letter to the Editor Alerts
Donation	Letter to the Editor Alerts Taken
Extensions	Vote Info
Facebook	Your Representative
National Teams	
Payment Components	
Personal Event	
Progress Meters	
Solicited Content	
Survey	
TeamRaiser Search	

Features You May Have Missed (continued)

Email Filters

1. Configure the delivery
2. Send the message

Related Actions

- ▶ Schedule
- ▶ Target Groups
- ▶ Do Not Email Groups
- ▶ Group Rebuild Options
- ▶ Delivery Filters
- ▶ Advocacy Filters
- ▶ Delivery Options
- ▶ Calculate Audience

- In addition to your specific Target Groups, use Email filters to further refine your segments
 - ▶ Filter based on open or action rates, or, Advocacy-specific information

Features You May Have Missed (continued)

Engagement Factors

- Found under Data Management - Tasks in top navigation
- Engagement Factors allow you to measure constituents' interaction
- 10 Engagement Factors can be used in Query for segmentation
- Talk to your AM if you don't have access to Tasks

Include these interaction types:

Interaction Type	Weight
Login	0
Campaign Visits	0
Donations	0
eCommerce Purchases	0
Pledges	0
Pledge Payments	0
RSVPs	0
Ticket Purchases	0
Alert Responses	5
TeamRaiser Registrations	0
Survey Submissions	2
Tell a Friend	4

Limit to interactions of specific time period.

Include interactions up to _____ days old:

Features You May Have Missed (continued)

Rewards

The screenshot shows the 'Action Center' page for the Campaign for Tobacco-Free Kids. On the left is a navigation menu with buttons for 'Take Action', 'Donate', 'Federal Initiatives', 'State Initiatives', 'International Center', 'Kick Butts Day', 'Research and Facts', 'Press Office', 'Tobacco Ad Gallery', and 'Special Reports'. Below the menu is a 'Get Connected' section with a MySpace logo. The main content area features a red circular logo at the top left, the title 'Action Center' with the tagline 'Help stop the terrible toll of tobacco!', and a section for 'noah's Action Center'. This section includes a 'Welcome Back noah!' message, a 'Latest Update' video player showing President Obama signing a bill, and a 'Redeem' section with statistics: 'E-Champion', 'Actions Waiting to be Taken: 4', 'Actions Already Taken: 2', and 'Champion Points: 110'. At the bottom of the main area are links for 'Action Center Toolbox', 'Tell A Friend', 'View Legislators', and 'Activist Toolkit'. The video player shows a group of people, including President Obama, standing in front of the White House. The video title is 'President Obama Si...' and it has a YouTube logo. Below the video player, it says 'Last Updated 9/01/2009'.

CAMPAIGN For TOBACCO-FREE Kids™

Action Center
Help **stop** the terrible toll of tobacco!

noah's Action Center

Welcome Back noah!

On June 22nd, President Obama struck a historic blow against the greatest public health menace of our time by signing into law bipartisan legislation that grants the U.S. Food and Drug Administration authority to regulate tobacco products. Now, **we face a new challenge** across the nation as states make deep cuts into tobacco prevention funding, which not only affects programs that help keep people from starting to smoke but also services that help people quit. These cuts mean more people smoking and more long-term health

Latest Update

President Obama Si...

Redeem

E-Champion
Actions Waiting to be Taken: 4
Actions Already Taken: 2
Champion Points: 110


Action Center Toolbox

Tell A Friend
View Legislators
Activist Toolkit

Last Updated 9/01/2009

Features You May Have Missed (continued)



Rewards (continued)




Action Center
Help **stop** the terrible toll of tobacco!


Redeem Champion Points

Thank you for your commitment to the cause. Below you will see current opportunities to redeem your Champion Points. Check back from time to time to see new offers.

	\$5 Off CTFK Gear "Season Pass"	500 points
Redeem 500 points now and get a season pass for \$5 off all CTFK gear priced \$9.99 & up. Shop today, tomorrow and all year long.		
	\$10 Off CTFK Gear "Season Pass"	1000 points
Redeem 1,000 points now and get a season pass for \$10 off all CTFK gear priced \$19.99 and up. Shop today, tomorrow and all year.		

Get Connected

 **myspace**
a place for friends

 **facebook**

Welcome Back
noah

E-Champion
Actions Waiting to be Taken: 4
Actions Already Taken: 2
Champion Points: 110

Redeem

Action Center
Toolbox

Tell A Friend
View Legislators
Activist Toolkit

What's Coming?

- Advocacy syndication
- Custom targets in Letter-to-the-Editor
- Center-specific legislative targets



Joel Bartlett, Assistant Director of Marketing PETA

Number of New Action Alerts

- Within the last 6 months: 464
- Within the last 1 year: 832
- Within the last 2 years: 1,261

Number of Sent E-mail Messages

- Within the last 6 months: 2,312
- Within the last 1 year: 4,813
- Within the last 2 years: 7,555

PETA's Challenge

- Managing a large number of campaigns and other activities without inundating each individual

Solutions

- Segmentation and targeting of e-mail

Solutions

- Supplementing e-mail with social media

Segmenting & Targeting: Location

- Local events
- Regional days of action

Segmenting & Targeting: Interest

- People interested in top-level or sub-campaigns

Segmenting & Targeting: Activity

- Just super-responders
- Just people who opened the last e-mail on the same topic
- Maybe just non-responders

Segmenting & Targeting: Participation

- Follow ups
- Victories!

Brookstone's Deadly Frog Prison

NEW Frog-O-Sphere Ecosystem with 2 Aquatic Frogs

It's alive! A self-contained, self-cleaning ecosystem with 2 mini frogs.



Frog-O-Sphere is now available online! See below for important shipping information.



Includes 2 aquatic mini frogs, a bamboo plant (for oxygen), and Living Gravel™ (to convert waste).



[Click here to read a letter to Brookstone customers regarding Frog-O-Sphere](#)

Segmenting & Targeting: Program

- PETA Kids
- peta2
- PETA
- PETA Prime

[contests](#)[games](#)[celebs+music](#)[shop! shop! shop!](#)[save animals](#)[about PETA](#)

november calendar

pop quiz!

Which of the following things would you see animals doing in the wild?

- Riding bicycles
- Jumping through flaming hoops
- Bonding with their family members or herd

free
Mag!

submit



Meet the C
Vegetarian



sign up for
e-news



tell a
friend



ids 6 and



Free Kids' Guide to
Helping Animals



Justin Bieber Loves
Animals



Help Tonka an

peta2

FREE FOR ALL

[Take Charge](#)

[Out There](#)

[The Stuff](#)

[College](#)

[Boards](#)

[Street Team](#)



Sign up for *peta2* e-news.

GO

OUT THERE

peta2's Guide to What's Going On

This is the place to find out if your favorite bands or celebs are "out there" helping animals and making a difference. Does Fall Out Boy have "beef" with Colonel Sanders? Was Steve-O spotted getting naked against fur? Is Natalie Portman indeed the sexiest vegetarian in the land? Find out those things and much more here.

LOGIN TO STREET TEAM

e-mail
address:

password:

LOGIN

new user?

REGISTER NOW

SEARCH

GO

IN THIS SECTION

- ★ [Contests](#)
- ★ [Games](#)
- ★ [Celeb Voice-Mail Messages](#)
- ★ [On the Road](#)
- ★ [Recent Features](#)
- ★ [Celeb Print PSAs](#)
- ★ [Celeb Radio PSAs](#)



PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

ENTER TO WIN A
Vegan Feast for Thanksgiving!



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Kittens, Monkeys, Mice, and Dogs Suffer and Die in University Labs

PETA's undercover investigation found rampant animal suffering inside laboratories at the University of Utah. Kittens—whose homeless mother was bought from a local shelter—died after experimenters injected a chemical into their brains to cause fluid to build up. [READ MORE.](#)

- ▶ [Robert's Story](#)
- ▶ [Help Animals Suffering in University Labs](#)
- ▶ [Help Animals used in Laboratory Experiments](#)

Become a PETA Member



Now Showing on PETA TV



Watch Video Now ▶

[LEARN MORE](#)

[OTHER VIEWING OPTIONS](#)

'Ringling Beats Animals'

PETA's 2009 investigation of Ringling Bros. and Barnum & Bailey Circus found that workers were beating, whipping, and hooking elephants and striking tigers. Watch the shocking footage now.



'Testing ... One, Two, Three'



Downed



Play PETA's New Super Chick Sisters

Princess Pamela Anderson has been kidnapped by Evil Ronald McDonald for his *unhappy* meals. Play PETA's *New Super Chick Sisters* to help free her now! [LEARN MORE.](#)



Photo: Robert Sebree

NFL Star and Wife Bare All for Animals

NFL tight end Tony Gonzalez and his wife, October, take a stand against fur in a provocative new PETA ad. [LEARN MORE.](#)

What's New

- [Robert Enke's Ad for PETA](#)
- [Meet the Cutest Vegetarian Kids](#)
- [Twilight's Christian Serratos' Naked PETA Ad](#)

BLOG The PETA Files

- [Tyra Viewers Warned: Monkey See, Monkey Do ... Not Buy One!](#)
- [Woman Mauled by Chimpanzee Appears on 'Oprah'](#)
- [Hurricane Ida Won't Stop Us](#)



SEARCH PETA PRIME

Welcome to PETA Prime



About PETA Prime

Are you ready to make a big difference for yourself, animals, and the Earth through simple day-to-day choices? PETA Prime has all the information you need to live a healthy, humane, and rewarding life.

- [About](#)
- [Contact](#)
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- [Meet the Writers](#)



NOV
12

How long do cats and dogs live?

Posted by [Dr. Barry Kipperman](#) at 5:27 AM | [Permalink](#) | [No Comments](#)



I'm asked this question every week, usually by well-meaning guardians trying to make sound medical decisions in behalf of their older dog or cat. The good news is that our animal companions are living longer than ever before. Let's discuss the reasons:

- 1) Preventive veterinary care: Veterinarians have far ...

➔ [Continue reading "How long do cats and dogs live?"](#)

[dogs live?"](#)

Posted to [Health](#) | Posted to Tags: [Cats](#), [companion animals](#), [Dogs](#), [Dr. Barry Kipperman](#), [Preventive veterinary care](#), [veterinary care](#)

NOV
12

Eight Cruelty-Free Ways to Control Slugs in Your Garden

Most Popular

- 🌟 [Yummy Vegan Mac and 'Cheese'](#)
- 🌟 [Letters to the Editor: Wildlife and Traps Don't Mix](#)
- 🌟 [Love Animals? Be a Real Environmentalist](#)

Recent Comments

- 💬 [What I Do for Animals? Never Enough!](#)
Claudine, Read about you in PETA Times &...
From: [marilyn](#) [read more...](#)
- 💬 [Man Abandons Cat at PETA; Is Charged and Convicted](#)
Abandoning an animal is wrong and rightly illegal,...
From: [Amanda](#) [read more...](#)

Subject: Breaking Investigation Reveals Cows Milked for Land O'Lakes Die Slow, Painful Deaths

PETA'S ACTION CENTER ALERT



GET ACTIVE

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SEND TO A FRIEND

Dear Christine,

You probably recognize the name Land O'Lakes. You've seen the company's butter and milk products lined up on grocery-store shelves, and you may even purchase its products for your family. Now, please consider the immense suffering of these cows—who are given little more than a numbered tag punched through their ears—documented by PETA during our [new undercover investigation of a Land O'Lakes supplier](#).

On the supplier's Pennsylvania farm, our investigation documented the suffering of **cow #506**, who gave birth after a nine-month pregnancy and then collapsed on April 11. **A day later, she was found struggling outside without food, water, or shelter from freezing temperatures—the flailing of her head had carved a small trench in the ground under her face.** She was eventually shot and killed.

Cow #826 would not stand up when urged, prompting the farm's co-owner to electro-shock her to her feet. **Her condition continued to decline over the course of 21 days, until she was finally shot and killed.** Like many other cows on this farm, she was not given veterinary



A veterinarian who examined this weak, starving, dehydrated calf on the farm of a Land O'Lakes milk supplier found that his skin was scalded from the chronic coating

Open Rate: 13.02%

CTR: 3.62%

Subject: Exposed: The Slaughterhouses Where Racehorses Are Retired

PETA'S ACTION CENTER ALERT



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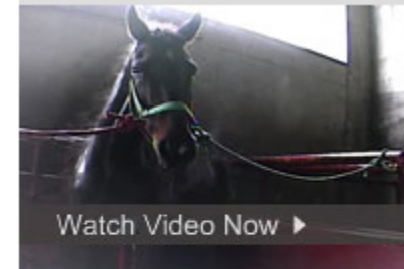
PETA's undercover investigation reveals what the horse-racing industry won't show you.

Dear Christine,

While millions of viewers watch this year's Belmont Stakes, former champions like Charismatic and War Emblem are half a world away in Japan. Thousands of other less famous U.S.-bred thoroughbreds have also been exported overseas for breeding and racing. When they are no longer useful, most of these horses will be slaughtered.

PETA undercover investigators have recorded [exclusive footage in a Japanese horse slaughterhouse](#) in which 4,500 horses are killed and cut up each year—many of them racehorses—to be processed into food for **dogs and humans**. Slaughterhouses such as the Kumamoto Shokuniku Center, which was exposed by our investigators, are often the last stop in a system that routinely produces tens of thousands of "surplus" thoroughbreds each year because there is no plan for what to do with them after their racing or breeding days are over.

How You Can Help



Watch Video Now ▶

Watch undercover footage shot inside Japan's largest horse slaughterhouse.

For many racehorses, including former Kentucky Derby winners, Japanese slaughterhouses such as this one often lie at the end of their days on the track, or they are

Open Rate: 11.55%

CTR: 3.4%

Subject: Bunny Butchering 101 at University of Central Missouri

PETA'S ACTION CENTER ALERT



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SEND TO A FRIEND

Dear Christine,

You read the subject line correctly! Physiology and biology classes at the University of Central Missouri (UCM) include **classroom experiments** on rabbits, frogs, rats, and cockroaches.

During these experiments, rabbits are killed so that students can cut out sections of their small intestines, frogs have pins stuck through their skulls and are dissected alive, rats are placed in chambers in which the pressure is lowered until they are nearly unconscious, and cockroaches have their legs cut off.

Many humane, non-animal methods that teach anatomy and physiology better than animal laboratories are available to replace these cruel and outdated **classroom experiments**.

Please take a moment of your time to speak up for the animals who are suffering in these experiments at the University of Central Missouri by contacting university officials.

Thank you for all that you've done, and will continue to do, to help animals.



Open Rate: 61.88%

CTR: 49.77%

Subject: Cruelty 101: Destroying Frogs' Brains at Saginaw Valley State University

PETA'S ACTION CENTER ALERT



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Dear Christine,

Students across the nation have the opportunity to take a wide range of courses at colleges and universities. The majority of these classes help students to become more knowledgeable, but unfortunately, not every school employs the best teaching techniques in its classrooms. This not only affects the quality of students' education but also has **dire consequences** for animals in some cases.



In psychology and biology classes at **Saginaw Valley State University**, students are required to perform cruel experiments on rats and frogs. During one experiment, **rats are infected with larval tapeworm parasites**, killed, and then dissected. In a physiology laboratory, **frogs' have their brains destroyed** when pins are stuck through their skulls, and they are dissected while their hearts are still beating.

Humane, non-animal teaching methods are used in similar classes at other universities; there is no reason for rats and frogs to suffer in these **cruel and deadly experiments** at Saginaw Valley State University.

Open Rate: 50.77%

CTR: 36.33%

Subject: Tell Desperate Housewives Not to Exploit Chimpanzees in Future Episodes!

PETA'S ACTION CENTER ALERT



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Dear Christine,

The most recent episode of ABC's *Desperate Housewives*, which aired on Sunday, October 25, featured a young chimpanzee "actor" wearing clothing and exhibiting a fear grimace. This expression, which looks like a human smile, is a sign of the abusive, fear-based training methods that Hollywood animal trainers use to force great apes to perform.

Undercover investigations of trainers have revealed that chimpanzees are kicked, punched, and beaten with sticks to break their spirits and show them "who's boss." These highly intelligent, social animals are forcibly removed from their mothers when only days old, resulting in lifelong emotional scars. Although they can live to be 60 years old, they are discarded at around 8 years of age when they become too strong to be safely handled. PETA has found former "celebrity" apes **dumped at roadside zoos** and living in squalor. Many animal exhibitors that supply great apes for the entertainment industry have a history of serious Animal Welfare Act violations.

Earlier this month, after learning about the abuse that "performing" great apes endure behind the scenes, *Dancing With the Stars* canceled the appearance of a chimpanzee on an episode of the show that was scheduled to air that very night. After meeting with PETA to discuss the ethical implications of using chimpanzees for entertainment, many top advertising agencies and companies have pledged not to use great apes in future productions.

Open Rate: 50.86%

CTR: 9.92%

Social Media: Blogs

Jul **Free the Frogs--and the Snail**

24

Posted at 04:50 PM | [Permalink](#) | [Comments \(26 \)](#)

When I was eight years old, I swore off aquariums forever after my **dozen or so guppies** committed suicide in the middle of the night. Rather than remain in a crowded, dirty tank, they leaped to their **slow, suffocating deaths** on the carpet.

The guilt that I carry around because of those poor fish has recently been rivaled by my anger and sadness at learning that Brookstone stores are hawking the "**Frog-O-Sphere**," a tiny aquatic prison that comes stocked with two African frogs and a snail (called "the janitor").

Brookstone tells its customers and employees that these frogs only need to have their water changed twice a year and to be fed twice a week. I can only imagine that those frogs will try to jump out of their cruel confines the first chance they get, so that they don't starve to death or die from poison.

Brookstone is offering a one-year warranty on the lives of the frogs, who can survive for five to 15 years in the wild. I guess that when the snail dies, the customers (and the frogs) are SOL—"the janitor" gets chucked into the garbage. And when customers place a complaint with the company, Brookstone offers up lame reasons why the Frog-O-Sphere is fine for these animals—reasons like "This species of frog will not out-grow the aquarium," and "when in the wild the African Dwarf Frogs generally live in a very small area of a pond or a stream." Then the company sends 'em 10 bucks.



johnelkington / CC

Social Media: Blogs

Aug 20 PETA Inundated With Reports About Dying Frogs Purchased at Brookstone

Posted at 03:07 PM | [Permalink](#) | [Comments \(20 \)](#)

Since we posted our **action alert** about Brookstone's boneheaded decision to sell live frogs and snails who are confined to minuscule "Frog-O-Spheres," we've heard from lots of people who've confirmed **our worst fears** about the likely fate of these animals.



Brookstone has admitted that they aren't screening potential "Frog-O-Sphere" customers, and their woefully inadequate recommendations for care—changing the water twice a year and feeding the frogs twice a week—are leading to snap decisions by unprepared people, as is likely the case with the person who posted this comment on Brookstone's Web site:

Social Media: Blogs

Aug
24

Brookstone In Trouble for Running Illegal Pet Shops

Posted at 03:02 PM | [Permalink](#) | [Comments \(12 \)](#)

Brookstone's "Frog-O-Sphere"—a tiny plastic box containing two African frogs and a snail—is a guaranteed death sentence for these animals, who are slowly poisoned by their own waste in these mini-prisons.



columbia / CC

Brookstone store employees—many of whom are straight out of high school, not vet school—are the sole caretakers of these animals while the Frog-O-Spheres are in the stores. According to Brookstone's head honchos, the only time these frogs receive any "care" is when employees briefly peer into the Frog-O-Sphere to check on the animals' condition. After performing these spot checks, employees are instructed merely to write down whether the frogs are "expired," sick/injured, or healthy. Despite any store's claim that it has a veterinarian on file (per the Frog-O-Sphere SOPs), sick or injured frogs never receive medical attention. Instead, these animals—who are sensitive to sound and even minimal changes in temperature—are merely stashed in the back of the store until they either die or recover on their own.

Turns out this is illegal—in the Garden State, at least.

We did some digging and discovered that pet shops in New Jersey are required to provide veterinary care for sick or injured animals and must be licensed with the township in which they're located—both are details that Brookstone seems to have missed.

Social Media: Blogs

Aug
31

Undercover Photos Reveal Frogs at Brookstone Living in Filth

Posted at 05:16 PM | [Permalink](#) | [Comments \(46\)](#)

Anyone out there know of a gadget that makes rotten retailers stop selling live frogs and snails in tiny prisons? Anyone?

Didn't think so. That's why we're calling on you to drop whatever you're doing right now and **tell gadget magnate Brookstone to stop selling Frog-O-Spheres ASAP!**

Despite **complaint after complaint**, Brookstone—a company that apparently has a *heart* of stone—is continuing to "package" frogs and snails together in pitiful plastic prisons and sell them to customers who don't have a clue about how to take care of these extremely delicate animals.



Social Media: Blogs

Sep **We're Not Going Anywhere, Brookstone**

04 Posted at 02:48 PM | [Permalink](#) | [Comments \(16\)](#)

Despite **complaints** from thousands of concerned consumers, **undercover photos** of frogs living in decrepit conditions, **reports of dying frogs**, and a **run-in with the law in New Jersey**—Brookstone still refuses to stop selling its cruel **Frog-O-Spheres**.

As the death toll mounts, we're turning up the pressure:



Social Media: Blogs

Sep
16

'Win It' Wednesday: Jellyfish Mood Lamp

Posted at 11:37 AM | [Permalink](#) | [Comments \(47\)](#)

This week's "Win It" Wednesday prize is **ThinkGeek.com's** fantastic (and fake) "Jellyfish Mood Lamp," a mesmerizing, humane alternative to Brookstone's tiny torture chambers for frogs and snails, aka **Frog-O-Spheres**.



cnbc / CC

We've got one to give away. In the comment section below, copy your polite but firm **letter to Brookstone** explaining why you won't be visiting its stores until it clears its shelves of Frog-O-Spheres. The writer who submits the most compelling defense of frogs and snails will nab the prize.

Social Media: Blogs

Sep
17

Shocking Video Captures Brookstone's Cruelty

Posted at 08:51 AM | [Permalink](#) | [Comments \(24\)](#)

Imagine being sealed inside a clear coffin, bubble-wrapped, packaged in a box and sent through the mail on a terrifying journey to an unknown destination. Jostled around, forced to endure the summer heat while sitting in a delivery truck, and living in your own waste. If you can imagine this, you have some idea of how the little frog in this video feels.



This traumatized or now dead frog is a 'replacement' for another who died in a **Brookstone Frog-O-Sphere**. Despite **public outrage** and **PETA protests**, the body count continues to rise as Brookstone refuses to stop peddling live animals.

Social Media: Facebook

- Status Updates
- Photo galleries
- Videos
- Fan Updates
- Ads
- Applicants, Polls, etc.

Social Media: Facebook Causes

People for the Ethical Treatment of Animals Petition

Help Rescue Ringling's Elephants from Circus Cruelty

Thank you for signing the petition! Help gather signatures:

Ask Friends to Sign



About this Petition:

In 2009, PETA went undercover at "the saddest show on Earth"—Ringling Bros. and Barnum & Bailey Circus—and captured Ringling workers on video as they beat and whipped elephants dozens of times in venues across the country.

The 11 elephants used in the show suffer month after month at the hands of Ringling and its crew. PETA documented that workers were striking ... [\(read more\)](#)

The Desired Outcome of this Petition:

To have the USDA immediately seize Ringling's elephants and work with PETA to place them in a reputable sanctuary.

Petition Sponsor:

People for the Ethical Treatment of Animals wrote and will deliver this petition.

Petition Due Date:

July 22, 2010
251 days left

Total Signatures:

89,959 of 500,000 signatures

Causes Featuring:

-- Select One --

Add your cause to this list

Top Signature Gatherers:



Ingrid Newkirk
431 signatures



Nugget Petatwo
208 signatures



Jim Olen
97 signatures

Social Media: Twitter



sign in with twitter

START A
PETITION

PETITIONS
CATCHING FIRE

WHO'S HOT
IN THE SEAT?

SMOKIN'
RECRUITERS



Sign and Tweet this petition

32

petition @pizzahut to stop sponsoring Ringling's elephant-beating circus!
<http://act.ly/dk> RT to sign #actly

Click to follow @officialpeta for updates

SIGN AND TWEET



officialpeta from Norfolk, Virginia with 45,304 followers started this.

Sexy celeb supporters, PETA antics, shocking videos, vegan recipes & more! <http://www.peta.org?c=ptwit>

@PizzaHut is serving up a deep dish of cruelty by offering customers discounted Ringling Bros. Circus tickets in several California locations, despite viewing video footage from @OfficialPETA's recent undercover investigation showing workers beating elephants with sharp, metal-tipped bullhooks on their head, ears, and trunk.

Ringling Bros. is also the subject of a pending lawsuit claiming that the circus's routine abuse of elephants violates the Endangered Species Act. Visit RinglingBeatsAnimals.com for more info.

UPDATE: Since @PizzaHut replied falsely claiming that this sponsorship has concluded PETA was informed of an *additional* promotion in Sacramento.

Signing right now... [map view](#)

Most recent

Most followers



JackCrute
3 days ago



Jolodoll
3 days ago



Abi_Redhead
4 days ago



officialpeta
45,304 followers



Burnsie_SEO
16,857 followers



peta2
12,772 followers

Social Media: Twitter

The screenshot shows a Twitter profile page for PETA (@officialpeta). The header includes the Twitter logo, the PETA logo with a turkey, and the text "PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS". Navigation links for "Login" and "Join Twitter!" are present. A tweet from user "eretk" is displayed, containing a link to a twitpic and a link to a website. Below the tweet is the official PETA profile card. On the left sidebar, there are sections for "GUEST TWEETERS" featuring Michelle Cho and Joel Bartlett, and a "FOLLOW US" section.

twitter **PETA** Login Join Twitter!
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

<http://twitpic.com/eretk> Tell Brookstone to b-kind-er and stop selling “Frog-o-Spheres”:
<http://ow.ly/kU5h>
2:28 PM Aug 21st from web

officialpeta
PETA

GUEST TWEETERS

Michelle Cho
Our very own V.I.V. (very important vegan) —if you <3 PETA's celeb campaigns and wanna star in one, shout @ her! (MC)

Joel Bartlett
Marketing mastermind and friend to animals & baristas everywhere. (JB)

FOLLOW US

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

Social Media: Twitter

The screenshot shows a Twitter profile for PETA (@officialpeta) with a custom header featuring the Twitter logo, a turkey, and the PETA logo. The main content is a tweet from @ChicaTori: "@ChicaTori So sad! Tell #Brookstone 2 free the frogs--and the snail! http://ow.ly/pHud". The tweet is timestamped "2:03 PM Sep 16th from HootSuite".

twitter **PETA** Login Join Twitter!
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

@ChicaTori So sad! Tell #Brookstone 2 free the frogs--and the snail!
<http://ow.ly/pHud>
2:03 PM Sep 16th from HootSuite

GUEST TWEETERS

Michelle Cho
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Joel Bartlett
Marketing mastermind and friend to animals & baristas everywhere. (JB)

officialpeta
PETA

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

FOLLOW US

Social Media: Twitter

The screenshot shows a Twitter interface with a fall-themed background of orange and yellow leaves. At the top, the Twitter logo is on the left, and the PETA logo is in the center, with the tagline "PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS" below it. A "Login Join Twitter!" link is on the right. A tweet from @officialpeta is the main focus, reading: "Watching Kermit on @nbcagt. Maybe he'll speak out against Brookstone killing frogs. Will U?". The tweet is timestamped "9:00 PM Sep 2nd from HootSuite". To the left of the tweet is a sidebar with a profile picture of Royale Ziegler and a bio: "Hello, I'm Royale Ziegler, aka PETA's twitterer and veganista extraordinaire. Need some animal-related answers? Get @ me! Oh, and ... happy tweeting!". Below this is a "GUEST TWEETERS" section featuring Michelle Cho and Joel Bartlett with their respective bios. At the bottom of the sidebar is a "FOLLOW US" button. A footer bar contains links for "© 2009 Twitter", "About Us", "Contact", "Blog", "Status", "Goodies", "API", "Business", "Help", "Jobs", "Terms", and "Privacy".

twitter PETA PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

Login Join Twitter!

Hello, I'm Royale Ziegler, aka PETA's twitterer and veganista *extraordinaire*. Need some animal-related answers? Get @ me! Oh, and ... happy tweeting!

GUEST TWEETERS

Michelle Cho
Our very own V.I.V. (very important vegan) —if you <3 PETA's celeb campaigns and wanna star in one, shout @ her! (MC)

Joel Bartlett
Marketing mastermind and friend to animals & baristas everywhere. (JB)

FOLLOW US

Watching Kermit on @nbcagt. Maybe he'll speak out against Brookstone killing frogs. Will U?

9:00 PM Sep 2nd from HootSuite

 **officialpeta**
PETA

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

Social Media: YouTube & Other Video Sites

The screenshot shows a YouTube video player interface. At the top left is the YouTube logo and navigation links: Home, Videos, Channels, Shows. A search bar is located to the right of the logo. In the top right corner, the user 'joelrama' is logged in, with links for Sign Out, Subscriptions, History, and an Upload button. The video title is 'Ringling Beats Animals: A PETA Undercover Investigation'. The video player shows a scene with elephants in a circus tent, with a blue text box overlaid that reads: 'Imagine how it would feel getting hit in the face repeatedly. Take action now!'. Below the video player, there are 254 ratings (represented by five stars) and 46,719 views. To the right of the video player, there is a PETA logo and a 'Subscribe Now' button. Below that, the channel name 'officialpeta' is shown with a 'Subscribe' button. The video was uploaded on July 22, 2009. A description follows: 'PETA's 2009 investigation of Ringling Bros. and Barnum & Bailey Circus found that workers were beating, whipping, and hooking elephants and striking tigers. Watch the shocking footage now.' Below the description are fields for the video URL and an embed code. There is also a 'Donate to this organization' section with a 'Choose Donation' dropdown and a 'Donate' button with a Google Checkout logo. At the bottom right, there is a 'More From: officialpeta' section showing a thumbnail for an 'Official PETA video' with 298,423 views.

Social Media: YouTube & Other Video Sites

The screenshot shows a YouTube video player interface. At the top left is the YouTube logo and the tagline "Broadcast Yourself™". Navigation links include Home, Videos, Channels, and Shows. A search bar is present. In the top right, the user "joelrama" is logged in, with options for Sign Out, Subscriptions, History, and an Upload button. The video title is "Official PETA video". The video player shows a scene with a person and a large yellow letter 'S'. Below the video, the title "Shocking Ringling Video" is displayed, along with the description "PETA's Undercover Video Proves That Ringling Beats Elephants!" and the PETA.org website link. The video has 1,049 ratings (represented by five stars) and 298,423 views. To the right of the video player, there is a "Subscribe Now" button with a downward arrow, a "Subscribe" button, and a "Watch this official peta video" section with a URL and an embed code. Below that is a "Donate to this organization" section with a "Choose Donation" dropdown, a "Donate" button with a shopping cart icon, and a "Google Checkout" logo. At the bottom right, there is a "More From: officialpeta" section with two video thumbnails: "KFC Torture Camp" (21,836 views) and "Glue Trap Tragedy".

Social Media: YouTube & Other Video Sites

Country: United States

Donate to this organization


[Donate](#)

Google Checkout

Choose Donation ▾

[Learn more about YouTube Nonprofits](#)

[Report profile image violation](#)



Save Elephants From Cruel Beatings Now ▶

Subscribers (15557)

Porschedog

wordsoyo...

Santa8T

Subscriptions (3)

PETA2TV

BigCatRescue

PETAEurope

CureSoup (2 days ago) Spam

Thanks for your support on helping us save the world and take care!

runthistown101 (4 days ago) Spam

i luv u guys!

SilverCali11 (6 days ago) Spam

Damn I Love PETA!

vane7794 (1 week ago) Spam

GO PETA !!
You're awesome people

Helpsaveanimalstoday (1 week ago) Spam


anybody who is against animal abuse add me and subscribe to me =]

Add Comment

[Post Comment](#)

1 2 3 4 5 Next

Putting it All Together



Home About Ringling Meet the Elephants **RINGLING BROS. THE SADDEST SHOW ON EARTH BEATS ANIMALS** Help Stop Big-Top Cruelty Share Donate Now

Urge Schwebel's Not to Break Bread With Ringling

Schwebel's Baking Co. is promoting Ringling Bros. and Barnum & Bailey Circus by offering discounted tickets with the purchase of selected bakery items. PETA reached out to executives to try to work with them behind the scenes, but even after PETA provided the president with information and a video of **PETA's investigation** showing Ringling employees as they aggressively struck elephants with bullhooks in the most sensitive parts of their bodies, he refused to make a commitment not to promote Ringling in the future.

In addition to the abuse PETA's investigator documented, the circus also has a **lengthy history** with the U.S. Department of Agriculture for failing to meet the very minimal standards of animal care prescribed in the Animal Welfare Act. Businesses that offer discounted tickets to the circus send the message to customers that this abuse is acceptable.

Please use the form below to send a message to Schwebel's president and vice president, Joseph and Paul Schwebel, urging them to end their current Ringling promotion and commit to refusing to partner with the circus in the future.

Recipients

- Schwebel's Baking Co.

• Subject

Dear [Decision Maker],

• (Edit Letter Below)

• Required fields

- First Name
- Last Name
- Your E-Mail
- Date of Birth: Month Day Year

Campaign Outline

- Round 1) E-mail local activists and e-news subscribers
- Round 2) E-mail people with a circus interest who are particularly active
- Round 3) E-mail the rest of the people with a circus interest

Campaign Outline

- Round 4) E-mail local peta2 Street Teamers
- Round 5) E-mail Street Teamers with a circus interest who are particularly active
- Round 6) E-mail the rest of the Street Teamers with a circus interest

Campaign Outline

- Round 7) Tweet on OfficialPETA and peta2 Twitter accounts
- Round 8) Facebook status updates for PETA and peta2
- Round 9) Facebook Fan Updates and MySpace Bulletins for PETA and peta2

Campaign Outline

- Round 10) Twitter Petition (Try Act.ly or Twitition.com) and more tweets
- Round 11) Facebook Causes cause or petition
- Round 12) Facebook Causes notification or e-mail message to all supporters who receive e-mails and notifications

Campaign Outline

- Round 13) E-mail participants with follow up action (Forward to a Friend; Call)
- Round 14) Text message for PETA and peta2 asking our mobile list members to call
- Round 15) Create a video for Web Site, Youtube, Facebook, and MySpace

Campaign Outline

- Round 16) Find an new/interesting angle to blog about
- Round 17) Get creative!
- Round 18) Do it all again until you have victory!



Barry Jackson, Online Advocacy Manager AARP

About AARP

- 40 million members
- Membership criteria: 50 years old +
- Members across political spectrum
- Bi-partisan, Non-partisan
- 50 state presence
- National, state and local advocacy efforts
- ASI, Foundation, AARP

AARP Communication Channels

- AARP The Magazine
- AARP.org
- The Bulletin
- The Bulletin Online
- Direct mail
- Phone
- Email
- Events and in-person

Health Action Now – AARP’s Health Reform Campaign

HEALTH ACTION NOW

AARP
The power to make it better.

TAKE ACTION DONATE

BROWSE THE MAP SUBMIT YOUR STORY MYTHS LEARN MORE DO MORE

ADD YOUR VOICE TO THE MAP

I demand health action now:

First Name
Last Name
Email
Zip

Please keep in touch with me by email about AARP activities, events, & member benefits.

SIGN THE PETITION

EXPLORE THE MAP

cases:

All Cases (11,334)

Cost (4,348)

Coverage (3,222)

Medicare (2,613)

Prescription Drugs (1,151)

SHOW CASES

voices for health action:

HEALTH CARE CRISIS:
1,266,796 Voices for Health Action

Map values (by state):

State	Voices
Alaska	1,405
Arizona	12,140
California	37,399
Colorado	1,206
Connecticut	7,055
Delaware	1,801
District of Columbia	497
Florida	100,021
Georgia	14,180
Idaho	730
Illinois	11,600
Indiana	5,438
Iowa	10,886
Kansas	668
Kentucky	10,469
Louisiana	14,017
Maine	8,082
Maryland	16,958
Massachusetts	921
Michigan	27,531
Minnesota	18,852
Mississippi	6,811
Missouri	23,901
Montana	970
Nebraska	5,438
Nevada	21,490
New Hampshire	7,055
New Jersey	99,727
New Mexico	5,850
New York	25,788
North Carolina	35,860
North Dakota	10,886
Ohio	48,486
Oklahoma	10,469
Oregon	12,140
Pennsylvania	61,074
Rhode Island	5,056
South Carolina	14,180
South Dakota	970
Tennessee	24,158
Texas	79,197
Utah	1,206
Vermont	7,055
Virginia	31,760
Washington	37,399
West Virginia	10,469
Wisconsin	52,847
Wyoming	668

Online Actions:

- Text Stories
- Photos
- Video submissions
- Petitions, Emails

Offline Actions:

- Petitions
- Teletownhall

Telling the Stories: Making It Real

BROWSE THE MAP **SUBMIT YOUR STORY** **MYTHS** **LEARN MORE** **DO MORE**

ADD YOUR VOICE TO THE MAP

I demand health action now:

First Name:

Last Name:

Email:

Zip:

Please keep in touch with me by email about AARP activities, events, & member benefits.

SIGN THE PETITION

HEALTH CARE CRISIS:
11,334 Cases

EXPLORE THE MAP

cases:

All Cases (11,334)

Cost (4,348)

Coverage (3,222)

Medicare (2,613)

Prescription Drugs (1,151)

SHOW CASES

voices for health action:

Sandra L. close x

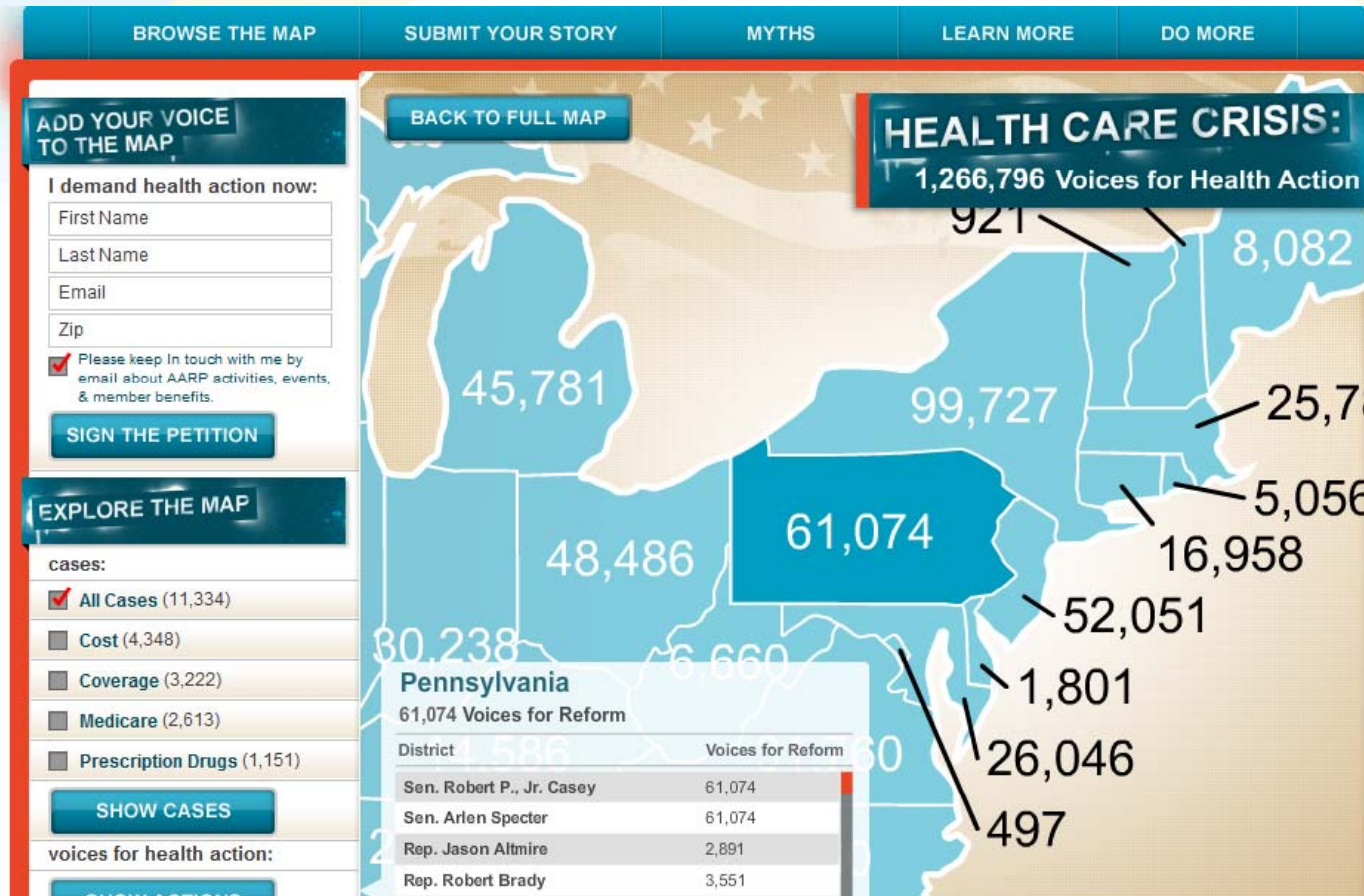
Liverpool, New York | Rep. Daniel B. Maffei

Cost Pause story rotation to watch full video

I am 62 years of age and up until May 2007 had worked my whole life.

YouTube

Telling the Stories: District by District



AARP.org: Online Community engagement

AARP.org HOME AARP The Magazine Bulletin Today AARP Segunda Juventud TV Services & Discounts AARP Foundation Research Divided We Fail

AARP.org Enter Search Terms **SEARCH** Hello, Barry
Messages (116 New) | My Profile | Logout

HEALTH MONEY LEISURE MAKE A DIFFERENCE FAMILY ONLINE COMMUNITY MEMBERSHIP

PEOPLE PHOTOS VIDEOS JOURNALS **GROUPS** TAGS

Health Action Now Mythbusters Group Profile Group Forum Group Photos Group Videos Group Journals

Health Action Now Mythbusters

GROUP
HEALTH ACTION NOW.org

INVITE FRIENDS TO JOIN
EDIT GROUP SETTINGS
MESSAGE ALL MEMBERS

Group Information
Date Created:
August 6, 2009

Health Action Now Mythbusters

It's time to separate out the myths from the facts. This Group will be a place where we'll post updates on our latest myth vs fact campaign points and also a place for you to post what you're hearing - as it seems that people are going to constantly be putting out rumors and lies about what health reform entails Also be sure to visit <http://www.healthactionnow.org> to learn more about the myths and facts - and take action to support health reform!

Group Forum (44) **NEW TOPIC**

The charge - Nazi!
By: dbjackso1 on August 20, 2009 | Posts: 7 | Latest Post By: Billisnice on August 21, 2009

What's the rush?
By: Bellachick50 on August 19, 2009 | Posts: 17 | Latest Post By: dlethe on August 20, 2009

Thank God AARP is standing up for what's right!
By: bilgren on August 20, 2009 | Posts: 18 | Latest Post By: Billisnice on August 20, 2009

Group Members (68)

dbjackso1

Billisnice

ShAARPsession: AARP's blog

The screenshot shows a web browser window with the URL <http://blog.aarp.org/shaarpession/>. The page features a navigation bar with links to AARP.org HOME, AARP The Magazine, Bulletin Today, AARP Segunda Juventud, TV, Services & Discounts, AARP Foundation, Research, and Divided We Fail. Below the navigation bar is the AARP.org logo and a search bar with the text "Enter Search Terms" and a "SEARCH" button. To the right of the search bar are links for "LOG IN" and "REGISTER NOW". A horizontal menu contains categories: HEALTH, MONEY, LEISURE, MAKE A DIFFERENCE, FAMILY, ONLINE COMMUNITY, and MEMBERSHIP. The main content area has a header for "SHAARP SESSION THE AARP BLOG" with a red wave graphic. Below this is a featured article titled "A Message From A. Barry Rand, AARP CEO" dated "AUG '09 18". The article is by Alejandra Owens, posted at 9:10 AM, with 842 comments and is categorized under "Health Care". It includes a "Share" link and a short paragraph of text. On the right side of the page, there is a "Search ShAARP Session" box with a "FIND" button and an "AARP MEMBERSHIP" box with the text "Join, renew, or learn about exclusive AARP member benefits." and a "GO" button.

AARP Townhall with President Obama: www.aarp.org/townhall

http://aarp.org/townhall

Latest Headlines
red -

AARP.org HOME AARP The Magazine Bulletin Today AARP Segunda Juventud TV Services & Discounts AARP Foundation Research Divided We Fall

AARP Bulletin today Hello, Barry Messages (116 New) | My Profile | Logout
Enter Search Terms **SEARCH**

FRONT PAGE YOUR HEALTH YOUR MONEY YOUR WORLD IN YOUR STATE OPINIONS & IDEAS
Healthy Living Discoveries Medicare Health Policy Caregiving Medications Diseases & Conditions

Obama Answers Your Questions on Health Care Reform



How Much Is Your Good Driving Record Worth?
Click Here
OVER 50? YOU COULD SAVE \$388.
888-489-8631

AARP Financial Auto & Home Insurance Program

ADVERTISEMENT

MORE IN YOUR HEALTH

Butter Sculptures, a Pork Tent and Health Care Reform in Iowa
AARP Bulletin Today

Americans Are Living Longer Than Ever
AARP Bulletin Today

Integration of Channels:

- Teletownhall format
- Online webcast
- Online promotion and question submission
- Live Audience
- Video broadcast
- Twitter and Facebook

Health Action Now: Presidential Townhall Results

- Over 75,000 people participating in teletownhall aspect
- Over 25,000 questions submitted online to President Obama on health care reform
- Live coverage on CNN and other networks
- AARP.org/townhall continues to garner views and was top destination on AARP.org week of event.

Health Action Now: AARP “Myths vs Facts” ad campaign

Online & On TV



On the Radio



Online



In Print

Click the print ads below to see what will be running in papers around the country. (PDF)



Multiple Channels:

- Television
- Radio
- Online
- Print

All driving to
www.healthactionnow.org

“Health care reform means the government can make life-and-death decisions for you.”

FALSE

DON'T LET THE MYTHS STOP REFORM.

SPECIAL INTEREST GROUPS ARE TRYING TO BLOCK PROGRESS ON HEALTH CARE REFORM USING MYTHS AND SCARE TACTICS. LIKE THE MYTH THAT HEALTH CARE REFORM WILL GIVE THE GOVERNMENT THE POWER TO MAKE LIFE-AND-DEATH DECISIONS FOR EVERYONE. THAT'S SIMPLY FALSE. THE FACT IS, NO ONE, INCLUDING THE GOVERNMENT OR YOUR INSURANCE COMPANY, WILL BE GIVEN POWER TO MAKE LIFE-AND-DEATH DECISIONS FOR ANYONE REGARDLESS OF THEIR AGE. THOSE DECISIONS WILL BE MADE BY YOU, YOUR DOCTOR AND YOUR FAMILY.

GET THE FACTS AT HEALTHACTIONNOW.ORG.

AARP
The power to make it better.

Paid for by AARP.

AARP Health Action Now Ambulance Ad - Medicare



★★★★★ 5 ratings

1,566 views

Press release drove reporters and others to Health Action Now landing page.

- All ad materials available online
- Commercials available via Youtube
- Other materials available in pdf

Health Action Now: “Splash page” coordinated with ad campaign.

The image shows a screenshot of a website with a modal window overlaid. The modal window has a white background and a grey border. At the top right of the modal is a "CLOSE" button with a red 'X' icon. The main text in the modal reads: "Special interest groups are trying to block health care reform with myths and scare tactics like...". Below this is a grey box containing the word "FACT:" followed by a horizontal line. Underneath the line, the text "For people in Medicare, health care reform is about lowering prescription drug costs, keeping your doctor, and improving the quality of care." is displayed in red. At the bottom of the modal, there are three blue buttons with white text: "HEALTH ACTION NOW!", "GET THE FACTS", and "TELL CONGRESS!".

HEALTH ACTION NOW!

AARP®
The power to make it better.

CLOSE X

Special interest groups are trying to block health care reform with myths and scare tactics like...

FACT:

For people in Medicare, health care reform is about lowering prescription drug costs, keeping your doctor, and improving the quality of care.

HEALTH ACTION NOW! GET THE FACTS TELL CONGRESS!

Health Action Now: Expanding our reach through petitions

Downloadable petition for circulation. Returned via fax or mail.

Care2 petitions on key AARP issues including age discrimination, pre-existing conditions, Medicare.



Health Action Now: Turning online engagement to offline



Dear Elizabeth,

AARP needs to convince Congress why they must pass meaningful health reform that helps older Americans.

And I think YOU could be just the person for the job.

We're sending 50 activists to Washington, D.C. to meet face-to-face with members of Congress on July 29th and 30th. Will you be one of them?

[Click here to fill out our application to join us for AARP's Health Action Now Day on the Hill.](#) The deadline is July 8th, so apply today!

If you are selected to join us, AARP will cover the expenses of the trip and will work with you in smoothly facilitating your travel and lodging.

AARP is counting on activists like you to help us make our case to decision-makers on the Hill. We need them to know how the broken health care system is impacting Americans like you, and why they must do whatever it takes to pass meaningful reform this year.

Have you met with legislators before? Do you speak publicly in front of groups? Are you looking to take the next step and become more involved in AARP's advocacy and volunteer efforts? Now is your chance to take a next step with us.

What's the best way to convince leaders that we need health reform?

Meet with them face-to-face.

AARP wants to send you to Health Action Now Day on the Hill on July 29th and 30th.

[Click here to apply before Wednesday's deadline!](#)

Health Action Now Day on the Hill

- Applications online
- 1600 advocates applied
- Scoring system selection process
- State input
- 50 online advocates selected
- 200+ mtgs with elected officials
- Earned Media
- Continue to see results
- Core of "Ambassador Program"

Core Philosophy: Integration and Capture

- A concerted effort to capture all activities and tie back to constituents
- Segmented and timely communications
- Use of multiple channels to drive engagement and interaction through the website
- Conscious effort to break down artificial “online/offline” silo



Kevin Reid, Vice President
Internet & Social Media, Amplify Public Affairs

An Online Advocacy Case Study

How the National Association of REALTORS® executed a campaign to convince Congress to expand and extend the First-Time Homebuyer Tax Credit



About the Tax Credit

The First-Time Homebuyers Tax Credit:

- Enacted as part of an economic stimulus plan in February
- Gives up to \$8,000 to first-time homebuyers
- More than 1.2 million borrowers have claimed it
- Purchase has to close by November 30

Campaign Goals

Organizational Goal:

1. Passage of a bill that expands and extends the tax credit

Process Goals:

1. Increase membership participation
2. Increase reach through social media
3. Improve internal coordination

About NAR Membership

About the NAR membership:

- 1.2 million members
- About 10% participate at any one time
- Members are asked to participate in 3-4 national campaigns per year

Campaign Strategy

#1 Use Email to drive traffic to the Realtor Action Center



REALTOR ACTION CENTER Call for Action

Extend and Expand the Homebuyer Tax Credit

NAR Call for Action
★★★★★

Congress: Don't Let America's Real Estate Recovery Expire

YouTube

0:00 / 1:52

REALTORS® from all around the country recently sat down in front of our camera to send Congress an important message: the \$8,000 first time homebuyer tax credit is working. But with the credit set to expire soon, it's not enough.

Watch this video to learn more, and then **send your own message**

Take Action Now

Send this message to:

- ▶ Your Congressperson
- ▶ Your Senators

Complete the following to send this message. If you have participated before, just type in your email address and set your prefix, then submit the form.

Email: *

Prefix: * --Select--

First Name: *

Last Name: *

Home Address Line 1: *

Address Line 2:

Campaign Strategy

#2 Use Segmentation to improve response rates

Action History:

- Never taken an action
- Occasionally taken an action
- Frequently taken an action
- Always taken action

Used subject line testing
before rolling out to each segment

Also:

- State and Congressional District
- Broker/Sales Agent
- Party affiliation

Campaign Strategy

#3 Tap into established REALTOR networks to expand campaign reach

Networks included:

- Broker Involvement Program
- State and Local Affiliates
- Tell-A-Friend
- Facebook

Campaign Strategy

#4 Use video to engage membership in a new way

Integration of video from the beginning:

- Recorded dozens of testimonials at Spring Meeting
- Created a compilation video (1 min. and 3 min. versions)
- Created a video contest on YouTube
- Member-created videos (about 20 submissions)
- Final video for Winter Meeting



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Realtor Action Center RealtorActionCenter's Channel

Subscribe

All

Uploads

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Playlists



Info Comments Favorite Share Playlists Flag

NAR Call for Action

13 ratings ★★★★★

From: RealtorActionCenter | September 14, 2009 | 37,612 views
Tell Congress to Extend and Expand the First-time Homebuyer Tax Credit.

Uploads (44)



NAR Tax Credit Call for Action Video - Extended
1,262 views - 1 month ago



NAR Call for Action
37,612 views - 1 month ago



2009 REALTOR Party Video Contest
8,396 views - 2 months ago

see all

Favorites (14)



NAR Call for Action
RealtorAc... - 37,612 views



Rep. Welch calls for extension of First-time
RepPeterW... - 178 views



First-time Homebuyer Tax Credit Explained
MARealtors - 228 views

see all

Congressional Hearings (15)

Campaign Strategy

#5 Use social media to engage membership in a new way

Networks:

Facebook: 13,000 Fans (since April)

Twitter: 1,000 followers (since April)

YouTube: 50,000 views (since September)

Mobile Network: 4,300 (since September)



Realtor Action Center Congress Extends Higher Loan Limits. The FHA, Fannie and Freddie Loan Limits at the \$729,750 level were extended through December 31, 2010. It is expected to be signed by President Obama quickly. This was important victory for market stability across the board. One extension down, one more to go! on Friday

Wall Info CALL FOR ACTION Twitter YouTube Discussions >>

Write something... Attach: Share

- Add to My Page's Favorites
- Suggest to Friends
- Subscribe via SMS

We are the REALTOR® Party: An energized movement of real estate professionals fighting to keep the dream of homeownership alive for this country.

Information

Founded: 1908

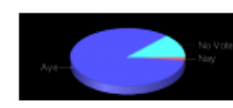
Fans



Evelyn Lugo Great news, just another hurdle and the housing tax credit will be extended! 51 minutes ago · Comment · Like · Report



Realtor Action Center Senate voted last night by a vote of 85-2 to invoke cloture. This will move the Unemployment Insurance Bill which contains the tax credit extension and expansion to a final vote in Senate on Wed or Thurs this week. Bill then moves to the House.



GovTrack: Senate Vote #332 (Nov 2, 2009) Source: www.govtrack.us Registering on the site lets you save your tracker settings and gives you the option for receiving email updates for congressional activity that matches the trackers you choose. about an hour ago · Comment · Like · Share

- 22 people like this.
- View all 10 comments
- Magda Amor** (YAWN) Snake Oil 13 minutes ago · Report
- Mark Latimore** That's Great News!!! Thanks for the News Flash! 5 minutes ago · Report

Write a comment...

Create an Ad

DROID is coming 11.06.09



It's more than a phone. It's a Droid. A bare-knuckled bucket of does. And it's coming. John Czwartacki is attending. RSVP to this event

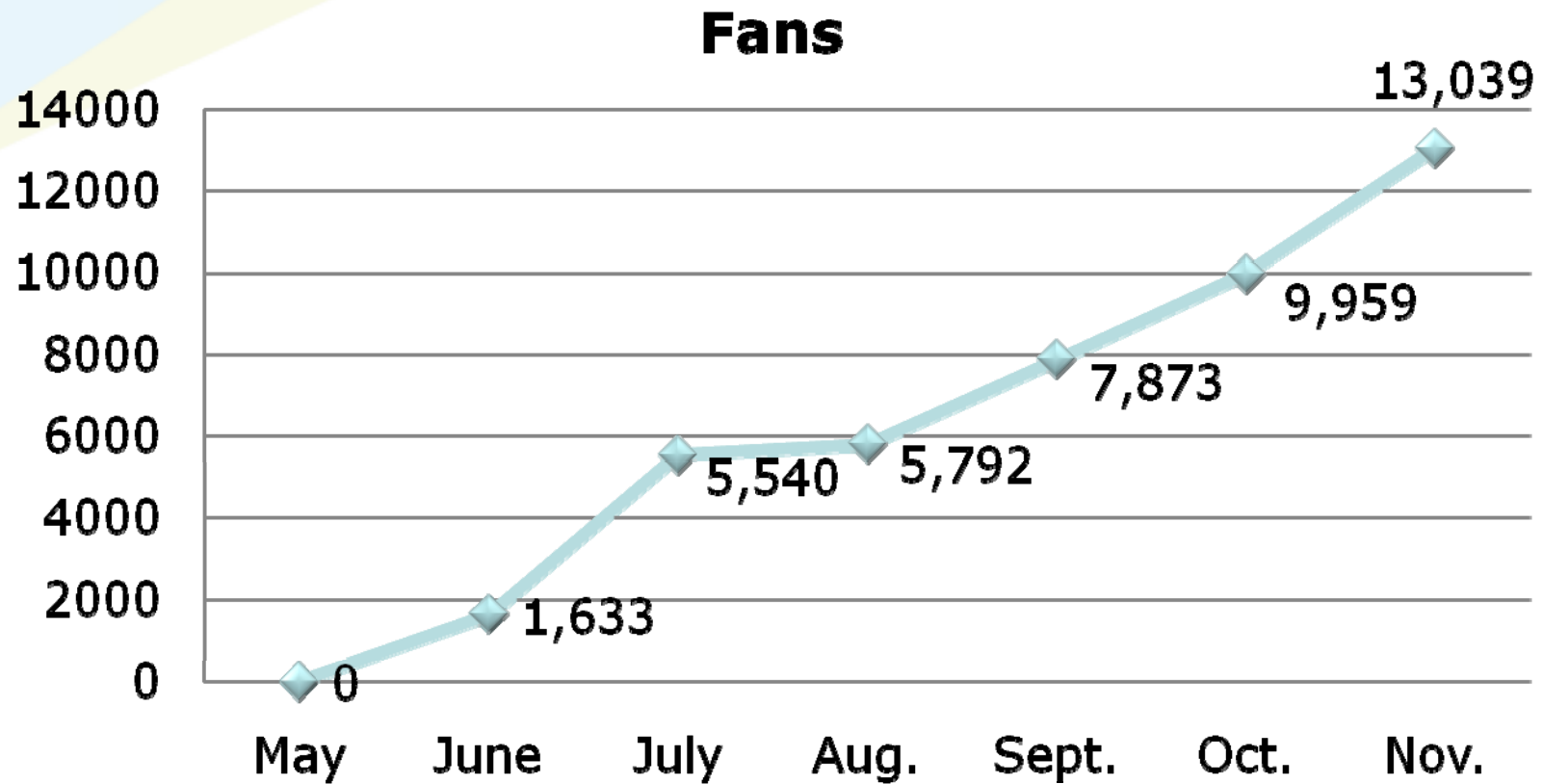
United Church News



No news is bad news. Stay connected and updated with United Church of Christ headlines, features and opinion. Your 24/7 source. Like Barb Powell and J. Bennett Guess like this.

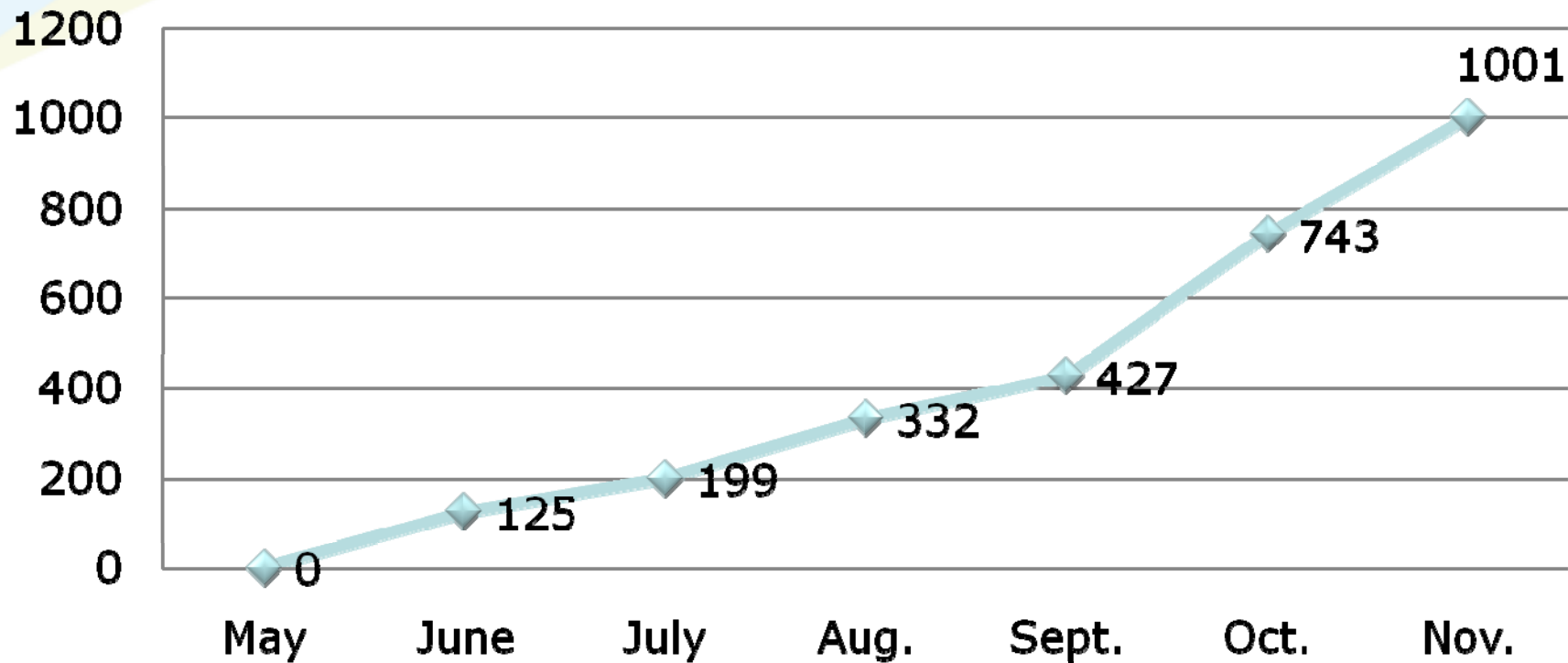
Real Estate Is On

Facebook Fan Growth May-November



Twitter Followers May-November

Followers





RealtorAction

✓ Following

Lists Settings

Name Realtor Action Ctr
Location Washington, DC
Web <http://www.realto...>
Bio The Voice of Real Estate

316 following 944 followers 20 listed

Tweets 163

Favorites

Actions
block RealtorAction
report for spam

Following



View All...

RSS feed of RealtorAction's tweets

Senate voted 85-2 last night for cloture on the tax credit. Vote expected Wed or Thurs.
<http://bit.ly/hSfN9> #expandextend

about 1 hour ago from web

Cloture vote for tax credit is at 5 PM TODAY. Have you called your Senator yet? <http://bit.ly/2nUFrc> #expandextend

7:32 AM Nov 2nd from web

@OCARgad somebody has to wait for the trick or treaters! Did you guys go out or stay in?

9:05 PM Oct 31st from web in reply to OCARgad

RT@TheDeanJackson Finally! A site for short sale status updates <http://bit.ly/43SoV>

7:24 PM Oct 31st from web

Trick or tweet! Call to your Senators by Monday to get tax credit on the floor for a vote <http://bit.ly/2nUFrc> #expandextend

10:05 AM Oct 31st from web



www.realtoractioncenter.com > The REALTOR® Party > Call Your Senator: Tax Credit Extension and Expansion

About the REALTOR® Party

Join the REALTOR® Party

Tell A Friend

Take the Political Survey

Join the REALTOR Mobile Action Network!

2009 Video Contest

What's New

Issues to Watch

Races to Watch

Voter Registration Project

Register to Vote

Voter Registration Data

Frequently Asked Questions

Tools and Resources

Call Your Senator: Tax Credit Extension and Expansion



Thank you for your continued support to Expand and Extend the Homebuyer Tax Credit.

We are very close, but we need to ask for your help one more time. Please make a quick call to your Senator's office today to ask for cloture* on the Unemployment Insurance Extension bill that contains the tax credit provision. This cloture vote is scheduled for Monday evening. Sixty Senators must vote yes so that a vote can be scheduled on the tax credit.

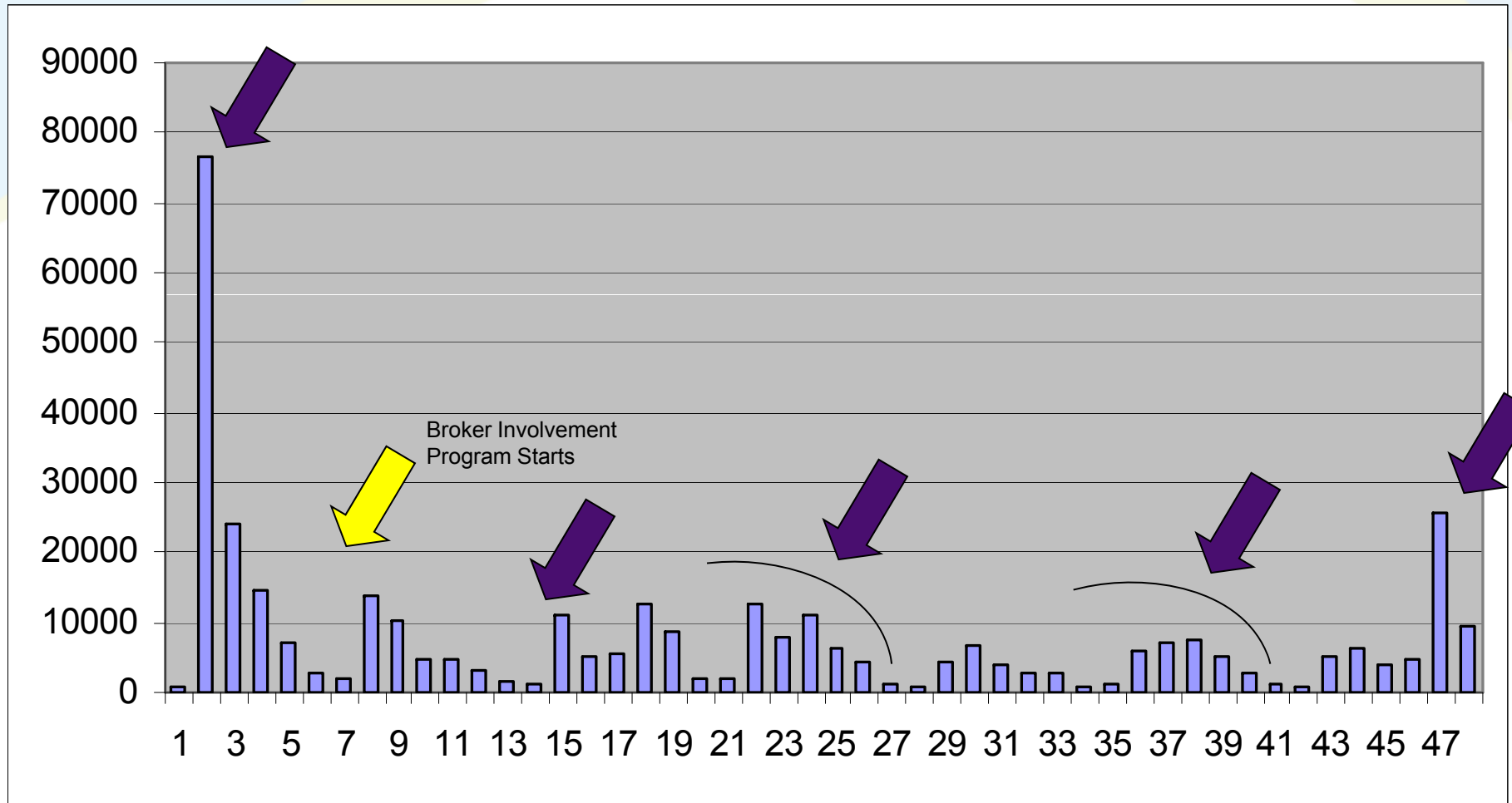
Please enter your phone number below to be connected to your senator's office right now. You will receive a phone call with some pointers before being connected.

Phone Number: [input]
E-Mail Address: [input]
Zip Code: [input]

Yes - keep me updated with text message alerts from the REALTOR® Mobile Action Network!
*Standard text messaging fees and rates apply

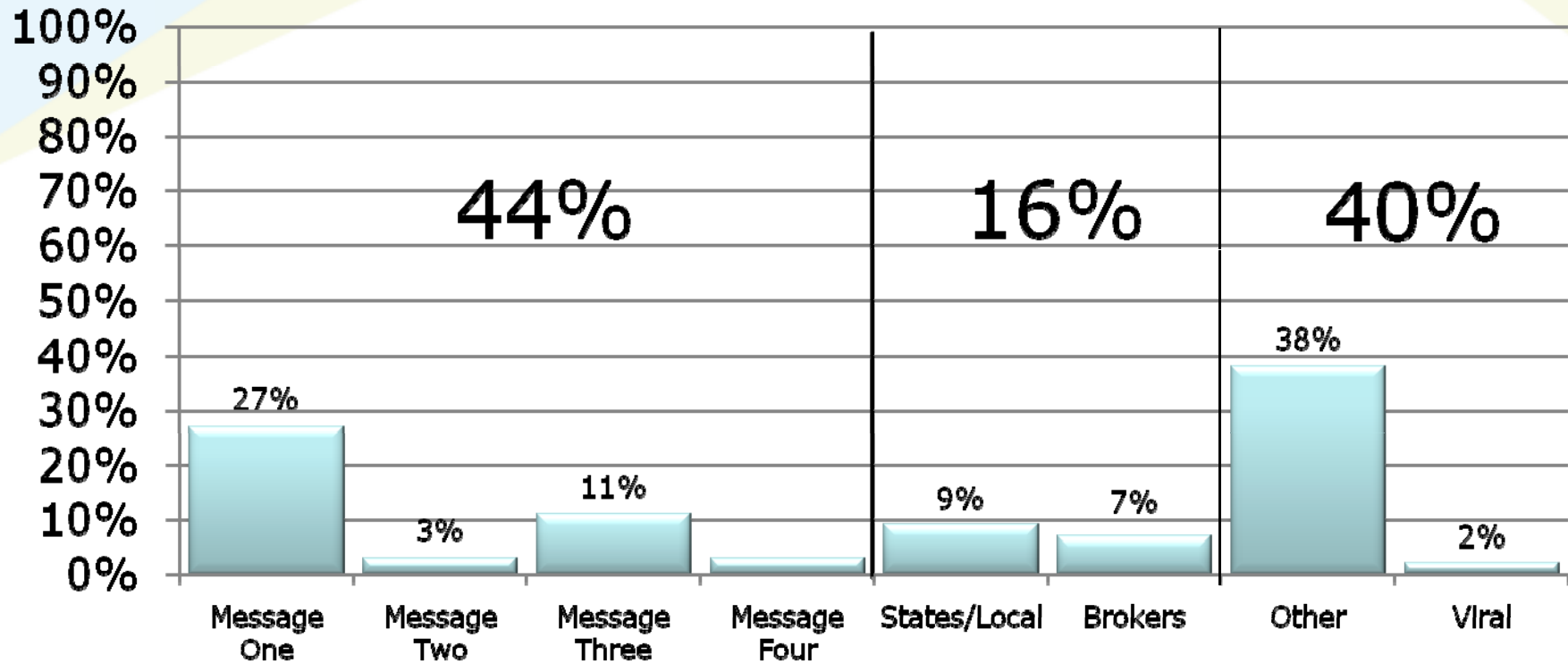
Click to Call

Campaign Timeline



← = outbound emails

Participation by Channels



■ Participants-HBTC

Results

Highest level of participation ever;

- Passed by House and Senate
- 184,600 members took action
- 12,800 calls to the Senate on cloture vote
- Over 18% of membership participated
- Significant number of first-time action takers

Final Thoughts

- Substance of the campaign played a key role
- Email still the main vehicle to generate actions
 - ▶ But, members responded well to new channels like Facebook and mobile phones.
- Segmentation and testing helped increase membership participation
- Use of video well received by membership

Q&A
