

THIRD ANNUAL
Convio Summit
November 17 – 19 **2008**

Online Advocacy 2.0 Moving Beyond Petitions

Carie Lewis, Internet Marketing Manager, Humane Society of the United States

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Christopher Masak, Grassroots Specialist - E-Advocacy, American Cancer Society Cancer Action Network

Marc Ruben, Vice President, eCampaigns, M+R Strategic Services



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Web 2.0: Read-Write-Act

www.acscan.org



ACS CAN

...is the 501c(4) non-partisan advocacy partner to the American Cancer Society

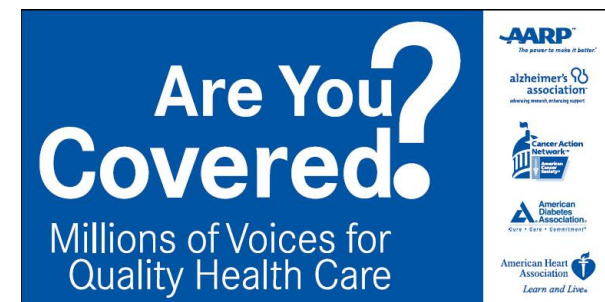
...the nation's leading cancer advocacy organization

What do we do?

- Change Laws to Fight Cancer
- Educate the Public, Lawmakers & Media
- Build Coalitions



Let's Keep it That Way.



A Changing Dynamic

- Impact of email is declining
- Competition for eyeballs is fierce
- Technologies & Tactics are converging

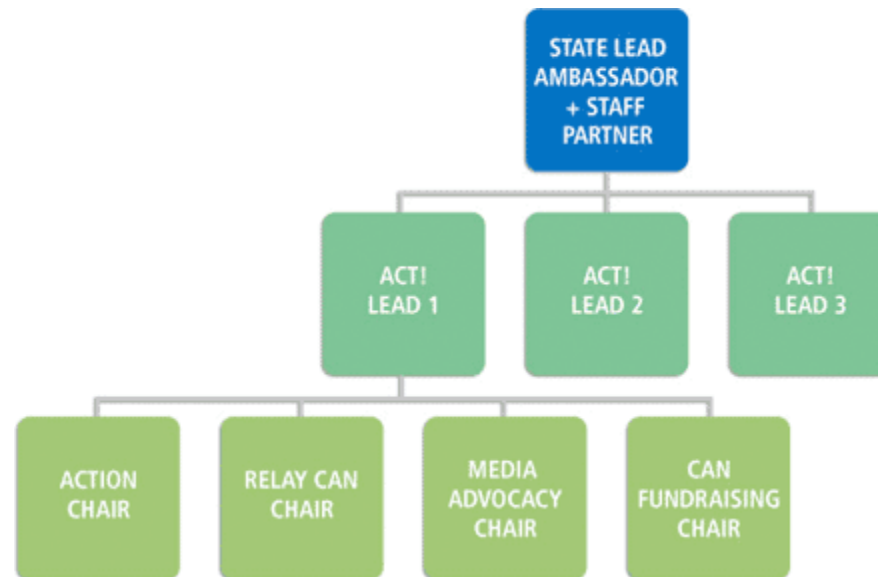
Reaching the Volunteers

“If you build it, they will might come”

Volunteer Structure 2.0

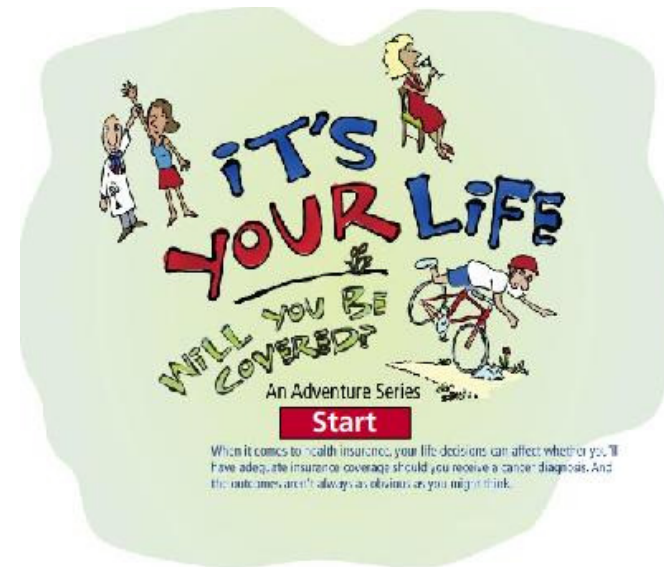


Where do you fit in?



Online Tools

- Social Networks
- Targeted Email Campaigns & Alerts
- Online Petitions
- Widgets & Personal Pages
- SMS/Mobile Campaigns



Each Day 4,000
Kids Light Their
Very First Cigarette.

How Far Will
Big Tobacco Go?



Creating Offline Activists

- Phone calls to legislators
- Visits to district offices
- Attendance at house parties & local events
- Material Drop-bys
- Hosting a local event
- Volunteer recruitment
- Media interviews & public speaking on behalf of ACS CAN
- Content generation (video, images, etc)

Access to Care

6-Month
nationwide bus
tour to 48 states

Over 100,000
signatures

**ACS CAN
Fight Back Express**

Where is the bus now...
Waterbury, CT
Find out when it's coming to your community

The latest blog entry...
Edna
Read more bus stories in our daily blog



A white bus with blue and red accents. The side of the bus features the text "YOUR VOICE CAN FIGHT CANCER" with a photo of a woman, "ACS CAN FIGHT BACK EXPRESS", and the "Cancer Action Network" logo. The bus is shown from a side profile, facing right.

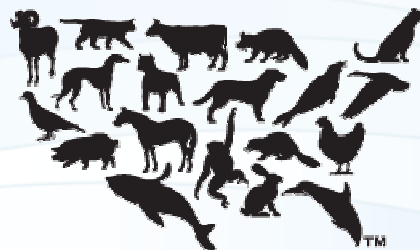
**HELP KEEP THE BUS ROLLING
BUY BUS MILES >**

Text “Fight Back” to 73585



Online Advocacy 2.0 Beyond Petitions

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**THE HUMANE SOCIETY
OF THE UNITED STATES**

Carie Lewis
Internet Marketing Manager
The Humane Society of the United States



My name is Carie, and I'm a social networking addict.

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The screenshot shows a Facebook profile for Carie Lewis. The profile picture shows her standing in front of a white tent with a blue banner that says "IM SAVING ANIMALS". The profile information includes:

- Carie Lewis**
- is excited for this evening!
- Updated 7 hours ago
- Networks:** Washington, DC; The Humane Society of the United States
- Sex:** Female
- Interested In:** Men
- Relationship Status:** Single
- Looking For:** Friendship, Dating, A Relationship, Networking
- Birthday:** January 25, 1981
- Hometown:** Frederick, MD
- Political Views:** Liberal

The Mini-Feed shows two stories:

- Today**
- Carie plans to attend MashMeet DC.** 4:40pm
- Carie wrote a note.** 4:06pm

The note content is:

HSUS's Microsoft win... my story

As many of you know, I get REALLY excited about social networking. Moreso than the average Facebooker, and moreso than anyone in my organization. That's because when I started at the HSUS, I was obsessed

Continue Reading...

What is social networking?

Connects people online by similar interests or other individuals.

Fosters two way communication, collaboration, and sharing among users.

Used to expand the number of one's business and/or social contacts by making connections through others.

Used as a communications portal for everyday lives.

The screenshot shows a LinkedIn profile for Carie Lewis. The profile header includes 'Profile', 'Edit My Profile', 'View My Profile', and 'Edit Public Profile Settings'. Below the header, there are icons for printing, saving, and forwarding the profile, along with a 'Go back to Home Page' link. The main profile section displays the name 'Carie Lewis' with a 'you' icon, her title 'Internet Marketing Manager at The Humane Society of the United States', and her location 'Washington D.C. Metro Area'. There is a small profile picture and three action buttons: 'Send InMail', 'Get introduced through a connection', and 'Add Carie to your network'. Below this, there are tabs for 'Profile' and 'Connections'. The 'Current' section lists 'Internet Marketing Manager at The Humane Society of the United States'. The 'Past' section lists 'eCommunications Specialist at Sodexo' and 'Internet Marketing Manager at E-site Marketing'. The 'Education' section lists 'Salisbury University'. The 'Connections' section shows '127 connections'. The 'Industry' section lists 'Non-Profit Organization Management' with a link to her public profile. On the right side, there are three Google Ads: 'Website Marketing & SEO', 'Gravitational Marketing', and 'Website Advertising Pros'.

The difference



You have a website. Isn't that enough?

Website	Social network
One way communication	Two way communication
Content generated in house	Content generated by users
Organization's voice	People's voice
Talking to people	Talking with people
Marketing	Conversations
Expect information	Expect interaction

Social networking has revolutionized the way we communicate and share information with one another in today's society.

Where We Are



The Humane Society of the United States

"Celebrating"

Signed in as [humanesocietyoftheunitedstates](#) (5 new) Help Sign Out

Home You Organize Contacts Groups Explore

Search your photos Search

Your photos 3,376 photos / 14,927 views

View as slideshow

PLEASE READ THIS IMPORTANT SECURITY NOTICE.

Erika - Winchester, KY



click here to add a description

This photo is public. Change?

Uploaded on Mar 21, 2008 | Delete

1 view / 0 comments

Lori - Beverly, MA



click here to add a description

This photo is public. Change?

Uploaded on Mar 21, 2008 | Delete

2 views / 0 comments

Visit to Harp Seal Nursery 08

23 photos | Edit

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facebook Profile edit Friends Networks Inbox (91) home account privacy logout

Search

Applications edit

- Twitter
- Photos
- Notes
- Groups
- Bumper Sticker
- Posted Items
- Events

The Humane Society of the United States Browse more Non-Profits

THE HUMANE SOCIETY OF THE UNITED STATES

Founded: 1954

Information edit

- Edit Page
- Edit Admins
- Send an Update to Fans
- Promote Page with an Ad
- You are a Fan (undo)
- Share with Friends
- View Insights

Fans 6 of 2,588 fans See All

Kendall Lane Holland Susan Finkelpearl

Christopher Lee Meghan Goss

DC Rally for the Seals Created November 21

VA Puppy Mill Rescue Created

YouTube Videos Channels Community Upload

Celebrating Animals, Confronting Cruelty

Videos Favorites Groups Subscribers

WARNING Contains Graphic Footage

The Humane Society of the United States

Joined: March 10, 2006
Last Login: 1 day ago
Videos Watched: 769
Subscribers: 458
Channel Views: 12,671

We're the Humane Society of the United States, the nation's largest and most powerful animal protection organization. Since 1954 we've been fighting to reduce their suffering, and eliminate cruelty and abuse. We celebrate the wonderful bond between humans and animals, and assist when disasters strike.

Please watch our videos to learn more about our work.

previous Highlight all Match case

humanesociety.org/connect



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MySpace

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<http://www.myspace.com/thehumanesociety>

Advocacy on MySpace:

- Blog with several hyperlinks to advo
- Include badges and code box in blog
- Bulletin anytime we're asking people to "do" something
- delete and repost bulletins throughout campaign
- Include a video or slideshow to help motivate
- Create separate "take action" section
- Change profile pic during campaign
- Create campaign – specific groups
- post badges on related profiles



Facebook



<http://www.humanesociety.org/facebook>

Advocacy on Facebook:

- Write notes with several links to advos
- Feature campaign – specific items on Fan Page (cause, badge, flickr, videos)
- Specify how to post badges on Facebook
- Send updates / messages any time we're asking people to "do" something
- Create campaign-specific groups and issue-specific causes
- Participate on discussion boards and include take action links
- Post advos on related causes, fan pages, and groups

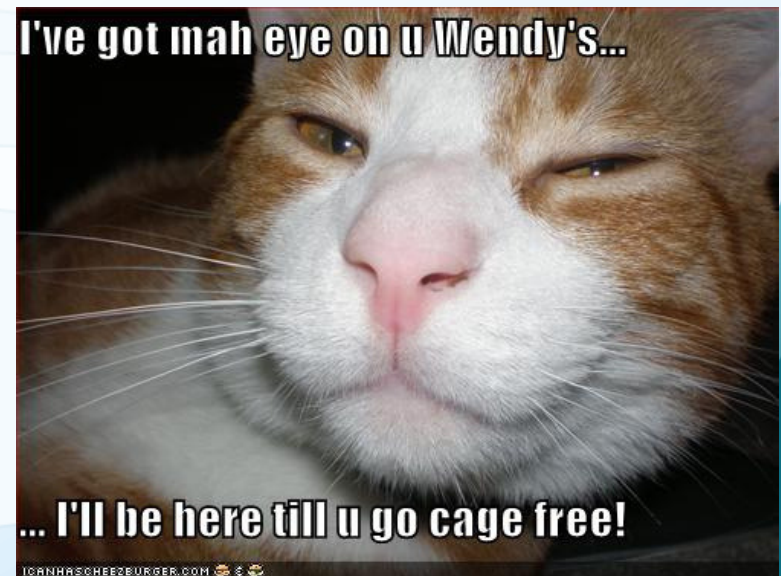
Flickr

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<http://www.flickr.com/photos/humanesociety>

Advocacy on Flickr:

- Organize photos by campaign
- include links to related advos in description field
- create simple slideshows to use on social nets
- use flickr api for UGC photo petition campaigns
- give campaigns special tags



YouTube

<http://www.youtube.com/hsus>

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Advocacy on YouTube

- Include links to related advos
- Put a slide with redirect URL at end of show
- Embed YouTube vids on social nets to increase views
- use youtube for UGC video campaigns
- put time into tagging
- change out featured video during campaigns
- Allow comments, video responses, rankings, favorites – encourage engagement
- Post the first comment with a link to your related advo



Case Study: Stop Puppy Mills

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The screenshot shows the MySpace group page for 'HSUS Stop Puppy Mills Campaign'. The page includes a navigation bar with 'Home', 'Browse People', 'Find People', 'Forums', 'Music', 'Videos', and 'More'. The group's URL is 'http://groups.myspace.com/HSUSStopPuppyMills'. The group is categorized under 'Pets & Animals' and is a public membership group. It was founded on Oct 1, 2008, in Washington, DC, and has 214 members. The group leader is 'The Humane Society of the United States'. There are buttons for 'Join Group' and 'Post Topic'. A banner at the bottom of the page reads 'STOP PUPPY MILLS' with the HSUS logo.



Friday, June 27, 2008

HSUS Raids Tennessee Puppy Mill
 Category: [Pets and Animals](#)
 Yesterday, The Humane Society of the United States led a massive rescue effort to save nearly 700 breeding dogs and Kennels. This is the largest puppy mill rescue in Tennessee history!

Check out the video here:



Thankfully, the animals are now safely housed in a temporary emergency shelter and veterinarians are assessing their with HSUS partner shelters and given the chance to be adopted into loving homes.
 After you watch the video, take these five actions to help put all puppy mills out of business:

- 1) Join our [Stop Puppy Mills Cause](#) and make a special donation to help us save dogs and puppies from puppy mills.
- 2) Sign the [Stop Puppy Mills Pledge](#).
- 3) Add a [Stop Puppy Mills badge](#) to your Myspace page.

```
<div align="center"><a href="https://community.hsus.org/campaign/stoppu src="http://www.stoppupmills.org/images/downlo. alt="Stop Puppy Mills" border="0"></a><br><a href="http://www.myspace.com/thehumanesociety" target="_blank">HSUS Myspace Page</a> | <a
```

MySpace



THE HUMANE SOCIETY
 OF THE UNITED STATES
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Case Study: Stop Puppy Mills

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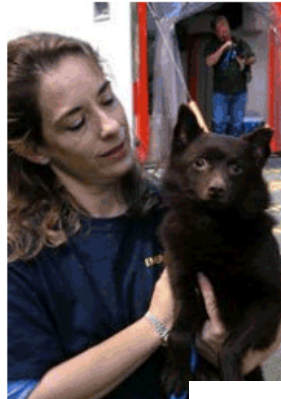
Canadian Puppy Mill Busted By HSUS and HSI

Friday, October 3, 2008 at 5:24pm | [Edit Note](#) | [Delete](#)

Animal Rescue team members of The HSUS and HSI (our international arm) busted a Canadian puppy mill just outside of Montreal. They were able to save 110 dogs, seven cats and one rabbit from the overrun breeding facility. The dogs, ranging from Boston Terriers to French Mastiffs, were living in piles of their own feces, and many were suffering from obvious medical conditions such as open sores and severe skin conditions.

Check out the video footage of the puppy mill:
http://www.youtube.com/watch?v=xbVMjYW_Pqk

The HSUS transported approximately 50 dogs and cats rescued from the puppy mill to its Gaithersburg, MD office yesterday. The Washington Animal Rescue League will be taking in all of the dogs transported to The HSUS. After evaluation, these animals will be put up for adoption.



[Click to see more photos.](#)

Check out the video of the animals arriving at The HSUS office:
<http://www.youtube.com/watch?v=RUDdMcCo3xQ>

TAKE ACTION:

- Become a Fan of the new Humane Society International Fan Page
- Join the new Stop Puppy Mills in Canada Cause
- Sign the Stop Puppy Mills Pledge

The Humane Society of the United States (HSUS) Stop Puppy Mills Campaign

Global

Basic Info
 Type:
 Description:

Organizations - Advocacy Organizations

For more than four decades, The Humane Society of the United States has been working to stop puppy mills. Puppy mills are large scale operations that force "breeder dogs" to produce litter after litter to support consumer demand for purebred pets. For years, these dogs are continually bred—without human companionship or hope of ever becoming part of a family.

The puppies are sold in pet stores or over the Internet, storefronts that m suffering, disease, malnutrition, and loneliness of puppy mills. Even the pu themselves are prone to a variety of illnesses. Some die within days or vie purchase.

Most people are unaware that when they buy a puppy without personally where he was born and raised they are often supporting a cruel and inhum industry.

__What You Can Do __

The number one way consumers can help shut down puppy mills is to avoid purchasing dogs from pet stores or over the internet, and adopt from a loc shelter or rescue group instead. There are millions of companion animals in across the U.S., and one out of every four dogs at your local shelter is a pure-bred.

Sign the pledge to stop puppy mills:
<http://www.humane.org/puppymills>



▼ Causes X

Featured Cause Gifts

STOP Puppy Mills
 (edit)
 143,986 members
 \$4,535 donated

[View](#)
[Donate](#)

Caroline LeFevre posted a link.
 at 4:52pm on October 3rd, 2008

[Share](#) +

Disney's new film "Beverly Hills Chihuahua" is now in theaters. If you or someone you know is planning on seeing it, take a look at this before you go.

Take Action: Don't Visit the Mills to Be Like the Hills

community.hsus.org/campaign/stoppuppy...



Humane Society of the States's Causes

Facebook



Case Study: Stop Puppy Mills

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YouTube Worldwide (All) English Sign Up | QuickList (0) | Help | Sign In

Broadcast Yourself™

Home Videos Channels Community

Videos Search advanced

Cruelty in Canada: Puppy Mill Bust



Rate: ★★★★★ 13 ratings Views: 2,859

Share Favorite Playlists Flag

THE HUMANE SOCIETY OF THE UNITED STATES
 Celebrating Animal Confronting Cruelty

From: **hsus**
 Added: October 03, 2008
 (more info)

Montreal, Canada (Sept 2008): Humane S



URL: <http://www.youtube.com/watch?v=xbV>

Embed: `<object width="425" height="344"><p>`

Donate to this organization
 Choose Donation

Learn more about YouTube Nonprofits

More From: **hsus**

-  Tennessee Puppy Mill I
01:48 From: **hsus**
Views: 15,326
-  Baby Cows Born in Hell
02:16 From: **hsus**
Views: 9,954

flickr Home The Tour Sign Up Explore

Indiana Puppy Mill Bust 08

ALL SIZES



Flickr / YouTube



Would you like to comment?
[Sign up](#) for a free account, or [sign in](#) (if you're already a member).

Results

In addition to increasing our email file by gathering pledge signers...

Tangible Outcomes:

We're obtaining original content

We're raising money

We're recruiting new donors

We're recruiting members, fans, friends

We've created a "FB responders" bucket

Intangible outcomes:

We're raising awareness about our issues

We're engaging people to participate in the issue

We're generating discussions on our issues

We're receiving buy-in from the top

We're earning recognition, media attention, and buzz

- *Examine the numbers.
- *Quantify tangible AND intangible results
- *Compare time & money spent to results.
- *Benchmark against other contests and other nonprofits.

Tips!

- Put related social network links into thank you emails, contest pages
- Put related advo link into blog pitches with unique URLs
- Schedule campaigns but be ready to act when media strikes (urgency works!)
- Set goals, display progress for supporters to see
- always ask partnerships if you'll be able to collect emails
- Try API's to increase participation by making it easy
- Use an endorsement by a celebrity for an ad leading to a custom advo
- Put your email signup link on event videos (get notified for events like this!)



Final lesson:
**Social networking is not a silver bullet
for your organization's marketing goals.**

Our email program is still our #1 driver of success.

We participate in social networking to reach an audience we might not reach otherwise.

You need to be where people prefer to communicate.

Take an integrated campaign approach to cover all angles.

Thank you!

Carie Lewis

Internet Marketing Manager

The Humane Society of the United States

clewis@humanesociety.org

<http://www.linkedin.com/in/carielewis>

... look me up on Facebook, too!

Please visit us on our networks:

humanesociety.org/connect



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Advocacy 2.0: Winning Strategies

Presented by
Marc Ruben
M+R Strategic Services

BEST PRACTICES

Looks like fun, right?



Best Practices

1. Have a Plan

1. Have a Plan

Audience?

Projections?

Tools?

Internal
resources?



Long-term
strategy?

Media moments?

Best Practices

1. Have a Plan
2. Tell a Clear Story

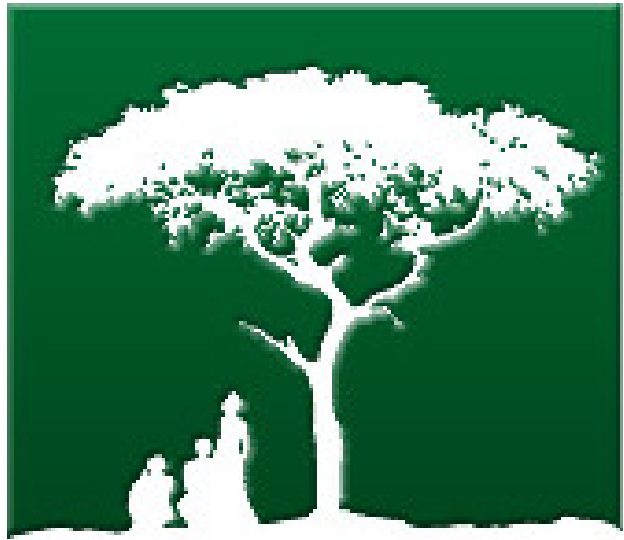


Best Practices

1. Have a Plan
2. Tell a Clear Story
3. Make it Urgent



**CHINA PLEASE
BRING THE
OLYMPIC DREAM
TO DARFUR**



SAVE DARFUR

Best Practices

1. Have a Plan
2. Tell a Clear Story
3. Make it Urgent
4. Make it Personal

7 days to a better financial you



- “Family Matters” legislative package
- “Virtual town hall” on workplaces
- Financial planning webchat
- Radio segments, videos of couples

Julie and Charlene

2min 34sec

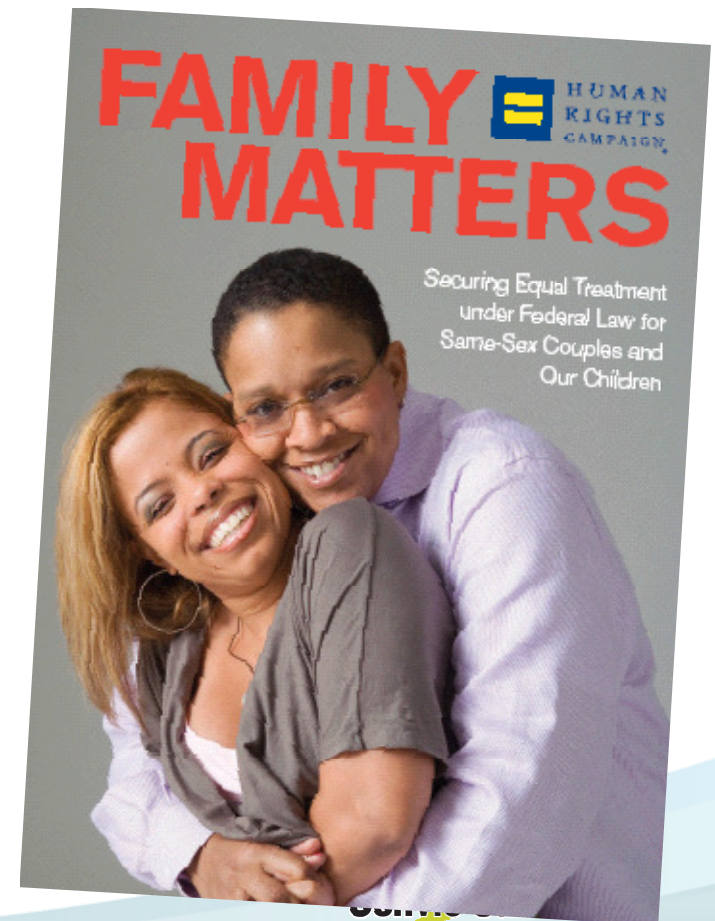
While Julie and Charlene are just like any other family, it's clear that they carry burdens not faced by married couples.



Julie and Charlene

The Sheeleys

Ambassador Michael Guest



November 17 - 19 2008

Best Practices

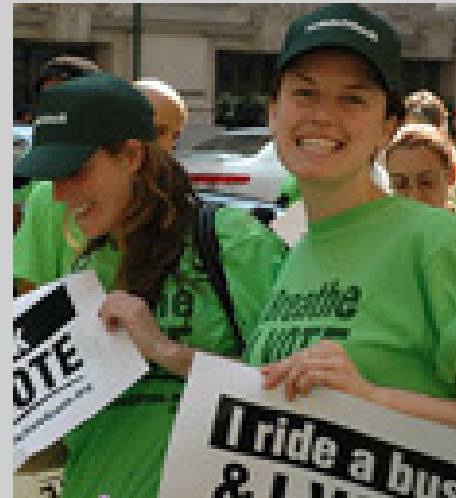
1. Have a Plan
2. Tell a Clear Story
3. Make it Urgent
4. Make it Personal
5. Make it Easy

Dear Marc,

We've been on the bus since 6:15 a.m.
traveling to Albany...

**From where you are sitting right now,
you can send a fax that state
legislators will receive while we are
meeting with them.**

**You can't tell them in person
to support congestion pricing**



So send a fax now!



Don't be afraid to

Break the Rules

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TOOLS & RESOURCES

we can solve the climate crisis.

Marc, you are a **Climate Champion**.



You've earned **12 points**, contributing **\$1.20** towards stopping climate change.

You are ranked **699** out of **21456** climate champions. We have earned **74950** points, contributing **\$7,495.00**.

Who can beat your score?

Challenge your friends! »

cool stuff

Keeping the Pressure on ABC



Share +

Alliance Research Weekly — Reaching across party lines, Coal plants turning to wind, 20 million new green jobs



Share +



the challenge

Global warming threatens the future of our planet. But together, **We Can Solve It**. The challenge is to build a powerful movement of people who will speak up for solutions to this global problem before it's too late. **Our goal is to get 2,000,000 people to join us by 2009. Will you help?** Start by inviting your friends. **Learn more at wecansolveit.org** »

earn points

For every **10 points** you earn by taking actions to solve the climate crisis, **a donor will give \$1** to help halt global warming. Earn

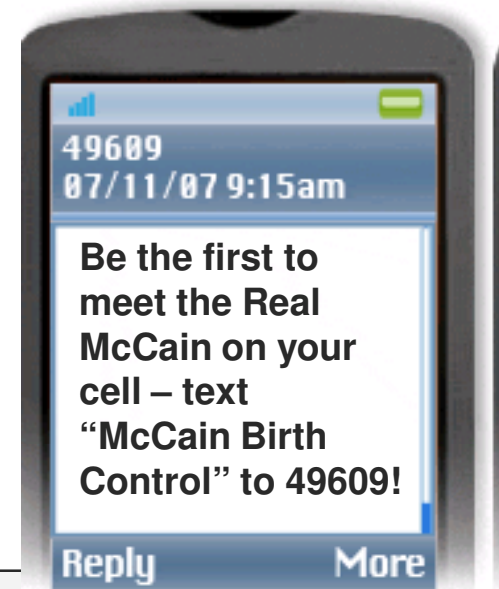
NARAL Txt4Choice

NARAL: Obama stood up for choice by voting against two anti-choice Supreme Court nominees -- Alito and Roberts. Reply 'NARAL' to opt in.

NARAL: Obama authored legislation to fix the birth-control pricing crisis facing millions of low-income women across the country. Reply 'NARAL' to opt in.

NARAL: Obama supports more funds for teen-pregnancy-prevention programs. Visit www.ProChoiceAmerica.org for more.

NARAL: Obama supports more funds for contraception. Reply 'INFO Planning' to learn more



TXT4CHOICE

Turn your cell phone into a powerful way to be heard on a woman's right to choose.



AARP video



SEARCH

Connect with the AARP Community.

[LOG IN](#)

[REGISTER NOW](#)

HEALTH

MONEY

LEISURE

MAKE A
DIFFERENCE

FAMILY

ONLINE
COMMUNITY

MEMBERSHIP

AARP Vote 2008



Break through the partisan gridlock on November 4, 2008 - let us know if we can count on you to cast your ballot below.

[COUNT ME IN!](#)

Make your friends the star of their own video!

Save this link to view your personal video again!

<http://www.aarpvote08.org/?d=U2FsbH>



Shame on Elaine

AMERICAN
RIGHTS
AT WORK



Personal Affairs



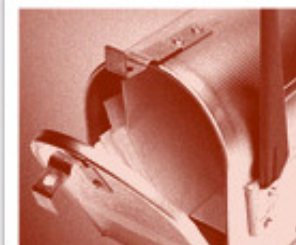
Corporate Giveaways



Screwing Workers



Hall of Shame



Write to Elaine

While Americans Lose Jobs, Elaine Campaigns for Hubby Mitch

In the month of September, [the United States lost an additional 159,000 jobs](#), with 9.5 million Americans being out of work. Combined with the collapse of our financial markets and increased economic uncertainty, you'd think Elaine Chao might be spending her last months on the job working to ensure that those who are laid off can find new jobs and receive assistance. Instead, she's barnstorming Kentucky in an effort to help her husband, Senator Mitch McConnell, hang on to his [hotly-contested Senate seat](#). In the last week alone, she's made two campaign stops at opposite ends of the state. According to the press:

[On Saturday, October 4th:](#)

Sen. Mitch McConnell made a campaign stop in Georgetown on Saturday evening and warned supporters against voting for his opponent, Bruce Lunsford.

"If I were replaced by a freshman, Kentucky would have a severe loss in clout in the Senate," McConnell said while meeting supporters at the Scott County Republican Party headquarters.

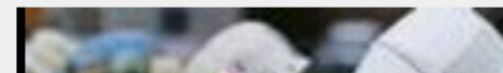
Who is Elaine?

Elaine Chao is the Secretary of Labor, George W. Bush's longest-serving cabinet member, and wife of Senate Republican Leader [Mitch McConnell](#).

Under Elaine's questionable 'leadership,' the Department of Labor has turned into an agency that [screws America's workers](#) and enables [corporate giveaways](#).

[» More about this site](#)

Video: Isn't that Something?



Happy Birthday, Elaine!



“Elaine thinks you’re a security threat.”

