

INFLUENCE THE OUTCOME

Assessing and Perfecting Your Online Advocacy Strategy

On a scale of 0-5 (5 being the highest), rate the importance AND how well you are currently executing each task. Use this assessment to help you plan your advocacy strategy for the upcoming year.

IMPORTANCE
CURRENT
EXECUTION
DIFFERENCE

December 2007		
		1. Analyze execution of 2007 goals
		2. Set clear 2008 goals with measurable outcomes
		3. Examine new asset map/footprint
		4. Build relationships with key staff
		5. Attend refresher training course(s)
January 2008		
		6. Send New Year's message to advocates, policy makers and media
		7. Recruit new advocates and potential coalition partners
		8. Analyze impact of State of the Union
		9. Produce PAC budget
February 2008		
		10. Review committee assignments
		11. Visit new freshman legislators
		12. Coordinate appropriations requests
March 2008		
		13. Conduct a successful fly-in
		14. Distribute <i>Congress At Your Fingertips</i> to supporters
		15. Post key bills/positions on web site
		16. Reach out to bloggers
April 2008		
		17. Poll advocates to reveal relationships with legislators
		18. Encourage in-state meetings with legislators
		19. Coordinate legislator visits to facilities
May 2008		
		20. Build an advocate photo album
		21. Film an advocate video and post on YouTube
June 2008		
		22. Start a social network for your advocates
		23. Post floor votes on web site
		24. Conduct 6-month analysis of advocate communications
		25. Assess "online reputation"
July 2008		
		26. Encourage phone communications
		27. Produce a "viral marketing" effort
		28. Coordinate a "letter-to-the-editor" campaign
August 2008		
		29. Create town hall meeting alerts
		30. Clean up membership list
		31. Conduct activist training
		32. Encourage voter registration
September 2008		
		33. Update candidate profiles
		34. Add recent key votes
		35. Mobilize grass tops network
October 2008		
		36. Conduct GOTV effort with supporters
		37. Celebrate victories
		38. Recognize and praise advocates
		39. Publish scorecard on web site
November 2008		
		40. Order Early Guides/ <i>Congress At Your Fingertips</i>
		41. Send congratulation notes to newly elected
		42. Review/Clean up web site to ensure content is current
		43. Analyze/report session's advocacy efforts
		44. Attend 2008 Customer Day!



Congratulations! Now you have an online advocacy plan for 2008! Thank you!