

DIGITAL ORGANIZING

Introduction to Digital Organizing

You have chosen the right space if...

- You see value in the digital arena as a way of building community and building power towards change
- You're starting out on your digital organizing journey and want to be inside of a learning community
- You are grappling with the impacts of COVID-19 , the recent uprisings, and the rapidly shifting political context on your organizing efforts and campaigns, and are having to switch programming and want both training and hands on support

In this resource, we'll...

- Understand what digital organizing is and why it's important
- Understand the tools available for digital organizing
- Understand the basics of a digital organizing plan

Digital Organizing

Where organizing & communications get facebook-married.

What was your earliest or most impactful memory of being politicized by an online space?

Digital Organizing is the practice of building a digital presence and community, rooted in trust, in order to move people to action online to confront the state and build power.

Digital organizing for power

IS ABOUT:

Building the capacity to create and seize opportunities to affect meaningful change using digital tools

IS NOT:

Communications strategy

Digital organizing for power

DIGITAL VS. COMMUNICATIONS STRATEGY

- We're no longer just trying to push out information
- We're trying to inspire action, build momentum, and cultivate community
- Analysis and sentiment almost always come with the news itself
- “Politics” and “culture” are almost always consumed together

Digital tools help us:

- Find our people
- Connect with our people more meaningfully
- Tell our people we see them
- Get more time to be with our people
- Build people power rapidly

Digital tools

- Petition builders
- Client relational manager
- Social media: IG, Twitter, Tik Tok, etc.
- Email list
- Blogs
- Organization's website
- Youtube/Vimeo

Your digital strategy cannot exist in a vacuum.

Facebook, Instagram likes, and Snapchat videos won't vote, organize, or mobilize.

People will.

Digital strategy

ONLINE

We communicate, inform, educate, and organize supporters into actively supporting our work by donating, taking online action when possible, and ultimately, if they fit the organization's criteria, taking offline action and joining us in the streets.

OFFLINE

We build power as organizations to confront the state and systems that oppress our communities. We build leadership that fight for resilience, self determination and the freedom of all oppressed people. We create the content for online.

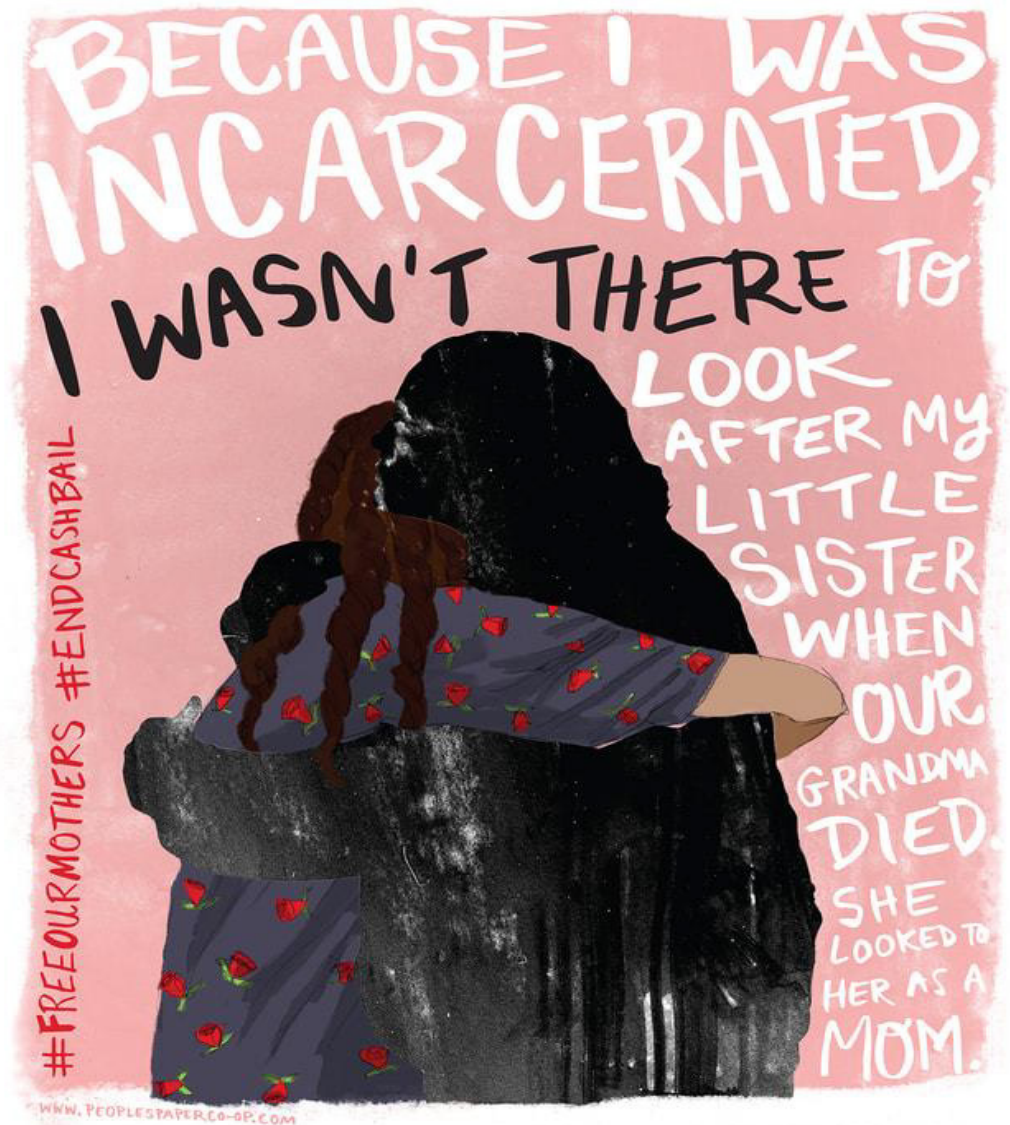
What makes digital organizing uniquely impactful?



Source: @nationalbailout Instagram

Design and narrative plus

Using effective design and a clear narrative, National Bail Out (NBO) used regular social media posts and video content to organically reach where their ad budget couldn't get them



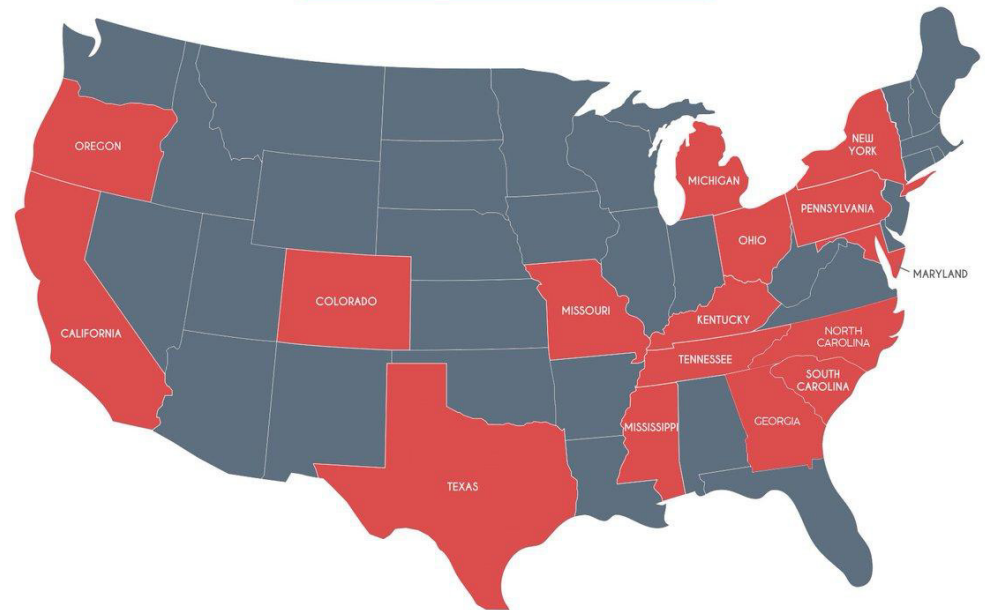
Source: @nationalbailout Instagram

Integrating with Organizing

Actual field organizing—the campaign included in-person organizing efforts



BLACK MAMA'S BAIL OUTS ACROSS THE U.S.



Source: @nationalbailout Instagram

Plus talking straight to your people

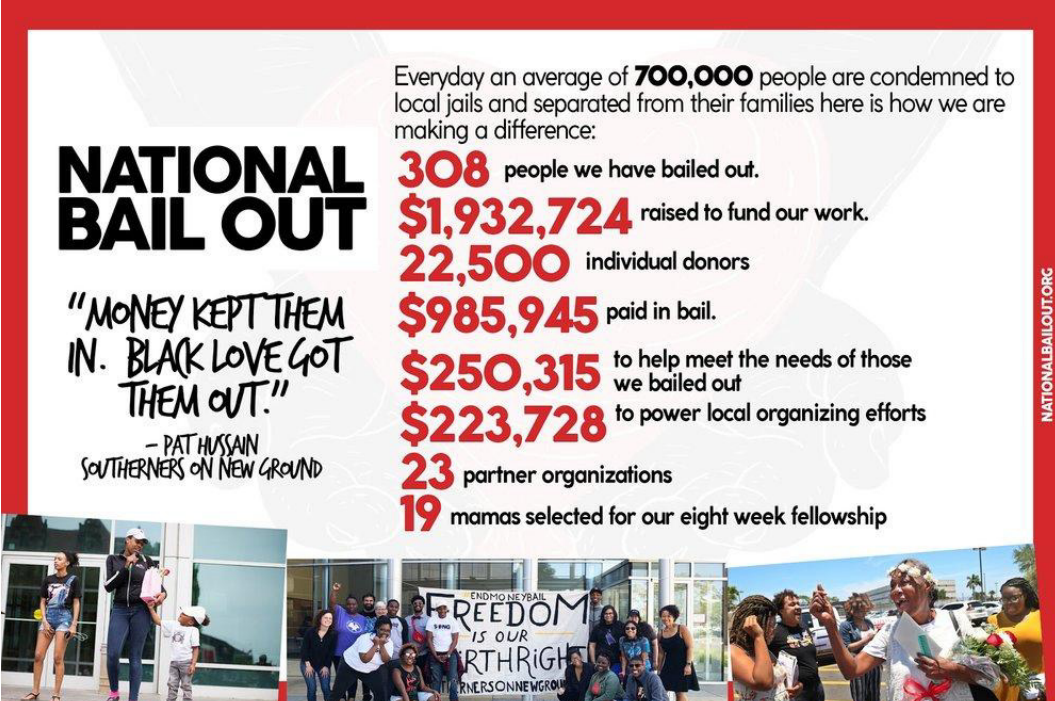
A direct line of communication—to energize their base and fight back against ongoing attacks



Source: @nationalbailout Instagram

Raising money

The campaign did (and does) leverage their connection with their base to raise money online



NATIONAL BAIL OUT

"MONEY KEPT THEM IN. BLACK LOVE GOT THEM OUT."
- PAT HUSSAIN
SOUTHERNERS ON NEW GROUND

Everyday an average of **700,000** people are condemned to local jails and separated from their families here is how we are making a difference:

- 308** people we have bailed out.
- \$1,932,724** raised to fund our work.
- 22,500** individual donors
- \$985,945** paid in bail.
- \$250,315** to help meet the needs of those we bailed out
- \$223,728** to power local organizing efforts
- 23** partner organizations
- 19** mamas selected for our eight week fellowship

NATIONALBAILOUT.ORG

The infographic features three photographs at the bottom: a woman and child walking, a group of people holding a 'FREEDOM IS OUR BIRTHRIGHT' sign, and a group of people celebrating. A faint map of the United States is in the background.

Source: @nationalbailout Instagram

Responsive to the times

Crafted a narrative and digital strategy that is nimble



WOMEN ON THE RISE, ATLANTA, GA COVID-19 BAIL OUT DEMANDS

1. Stop arresting for minor offenses
2. Immediately release people currently housed in Atlanta City Detention Center. Giving special attention to people who are elderly, diabetic, pregnant, immune-compromised, trans, and LGBTQ
3. Provide immediate emergency housing for folks without homes
4. Provide COVID-19 test to every person at jails
5. Relocate all people who test positive for COVID-19 hospitals immediately
6. Abolish solitary confinement
7. End the use of cash bail and pretrial detention



Source: @nationalbailout Instagram

These aspects of a campaign are fundamental to building digital power online.

- Understanding narrative power and strategic storytelling.
- Using Digital Organizing as a tool to fundraise strategically.
- Creating a direct line of communication with your base.
- Using political momentum and cultural motifs to drive the relevancy of your campaign.