



# PHONE2ACTION DIGEST

## Phone2Action Digest V<sup>3</sup>

Last week we saw an unprecedented level of advocacy and engagement. This week shattered those numbers. Below are latest updates on the great campaigns Phone2Action clients are running.

### **What We're Seeing: ADVOCACY ON THE RISE DURING COVID-19**

More than 1,000 campaigns launched on the Phone2Action platform in the past 7 days, March 18th - March 25th. During this time over 1 million people took action, sending 2.4 million messages to Congress.

### **TOP STATS**

#### Top Day for Emails to Lawmakers:

Saturday, March 21st: 216,000 advocates sent 481,000 messages to lawmakers.

#### Top Day for Tweets sent to Lawmakers:

Monday, March 23rd: There were 8,144 total tweets to lawmakers. The average number of tweets sent to lawmakers on the other days was 3,000.

#### **Twitter:**

In the past seven days advocates sent 25,374 tweets to lawmakers via Phone2Action. **79%** of those tweets were sent by first time action takers (people who took action with the organization for the first time).

#### **Federal and State:**

Activity in the past 7 days:

- Total advocates taking action: 1 Million
- Total Messages to lawmakers: 2.4 Million

- This is an almost 150% increase from this time last month.

### Previous Month Comparison - All Action Takers

**At the State level** we saw a 201% growth in advocates taking action per campaign when compared to March 18-25th and February 18-25th.

### 10 Day Comparison - Action Takers State Only

In the past 10 days we've seen a 184% increase in the number of advocates taking action at the state level. This shows the growing importance and efficacy of campaigns in state capitals.

### Best Hour of the Week - March 18th - 25th

From March 18-25th, most advocacy activity occurred in the afternoon — peak hours were between 2 p.m. and 6 p.m. with activity continuing into late in the evening.

## VIRTUAL EVENTS

### Twitter Townhalls

TOMORROW! Friday, March 27th at 3 p.m. ET Join LULAC and the National Hispanic Nurses Association President Norma Cuellar to learn how they are mobilizing to support frontline healthcare workers and families.

Use [#SupportNurses](#) to join. This Twitter Townhall will be held in English and Spanish. Monday, March 30 at 2pm ET: Hear the American Nurses Association (ANA) discuss their advocacy efforts to get nurses much needed Personal Protective Equipment (PPE). Join on Twitter and follow using [#SupportNurses](#) and [#RNAction](#) Questions? Email us at [p2adigest@phone2action.com](mailto:p2adigest@phone2action.com) or [x@phone2action.com](mailto:x@phone2action.com).

## FEATURED CAMPAIGNS

Successful and innovative advocacy campaigns to guide and inspire you:



750,000 U.S. airline employees are counting on Congress to protect jobs. **Airlines for America** is advocating on behalf of the pilots, flight attendants, gate agents, mechanics, and other workers in the U.S. airline industry who are at risk of losing their jobs. Go to <https://P2A.CO/ldPBcz9> to send a message to Congress.



Manufacturers are absolutely vital to the effort to overcome the COVID-19 pandemic. #CreatorsRespond is an innovative campaign from **Friends of Manufacturing**. The campaign asks advocates, in their own words, why it's important for manufacturers to keep leading the nation's relief efforts. See the campaign, utilizing the Phone2Action "Convo" template that creates personalized letters at <https://actnow.io/CreatorsRespond>



The **United Motorcoach Association** wants to know how Covid-19 is affecting its members and drivers. Their survey campaign asks how Covid-19 has affected business and uses Phone2Action to power a survey campaign: <https://p2a.co/6qaXZLd>



The **American Heart Association** launched a campaign to urge Congress to include charities in the Covid-19 economic relief package. See the campaign at <https://act.yourethecure.org/RNdpz06>



The majority of the estimated \$6.7 trillion of consumer activity generated by the retail, food-and-beverage, entertainment and consumer service industries occurs within America's shopping centers, with nearly 1 out of 4 American jobs retail-related. The business closures related to Covid-19 are placing an insurmountable strain, and while

some companies may have third party insurance, the current crisis is not covered by these policies. See the **International Council of Shopping Centers** campaign to contact Congress at <https://p2a.co/65LiaWv>



The **Asian American Hotel Owners Association** represents 20,000 members nationwide who employ nearly 600,000 workers. Their campaign asks for access to grants so hoteliers can retain and rehire employees. Their request is for Congress to ensure hotel owners have immediate access to capital to make their payroll, mortgage payments and others: <https://p2a.co/LFLaHwB>



Virtual Lobby Days are a powerful way to rally advocates during this time of crisis. **Alzheimer's Impact Movement** asked advocates in Minnesota to join a virtual lobby day TODAY to address urgent Covid-19 matters: “We may not be able to be at the Capitol, but we can still have our voices heard!” <https://p2a.co/aJNwySr>



The **National Coalition for the Homeless Veterans** is working to ensure people experiencing homelessness are included in the response effort. Check out their campaign at <https://p2a.co/BqJHSVf>



The Covid-10 pandemic is threatening to decimate community-driven charitable organizations like the **American Cancer Society** (ACS) that are on the front lines of helping cancer patients now and in the future. ACS Cancer Action Network's has a campaign asking advocates to contact Senators with their important message: include assistance for community-based organizations like ACS in the Covid-19 relief bill: <https://p2a.co/z9HDCZR>

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