



PHONE2ACTION DIGEST

Phone2Action Digest V⁴

THE OUTBREAK OF DIGITAL ADVOCACY

The spread of COVID-19 in the United States has led to unprecedented levels of grassroots advocacy. In the days since March 13th—when COVID-19 was declared a national emergency in the U.S.—we have seen **new advocates surge by nearly 150%** compared with the same period just one month prior.

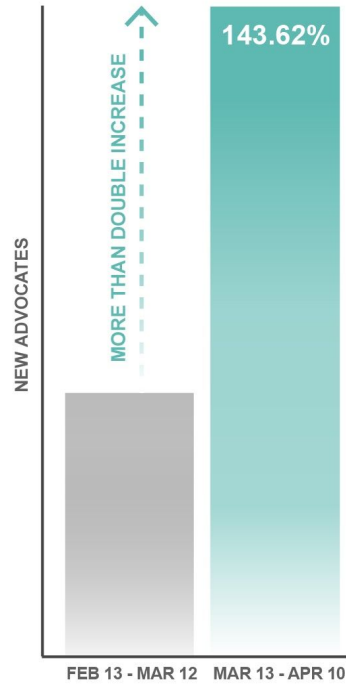
In this edition of the P2ADigest, we provide some data alongside takeaways that we hope can be of assistance to you in your advocacy work.

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THE DATA

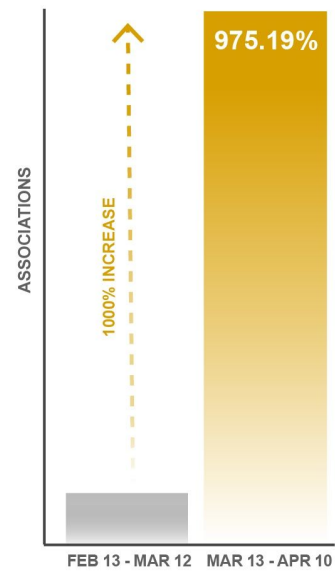
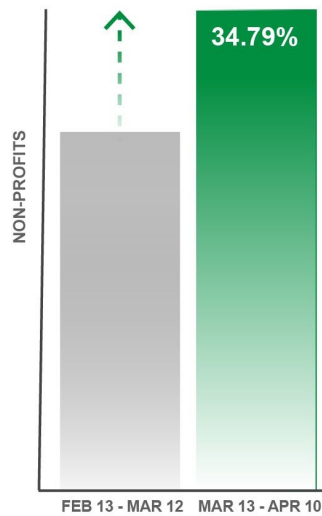
1. COVID-19 has motivated NEW ADVOCATES to act

After the declaration of emergency, March 13th, over 1.45 million advocates have taken action, sending over 4 million emails, tweets, calls, and personal stories directly to their lawmakers. **Over 1.1 million of these are new advocates**, people who had never taken action on the platform before. **In the same amount of time, the amount of new advocates more than doubled after the declaration as compared with before.**



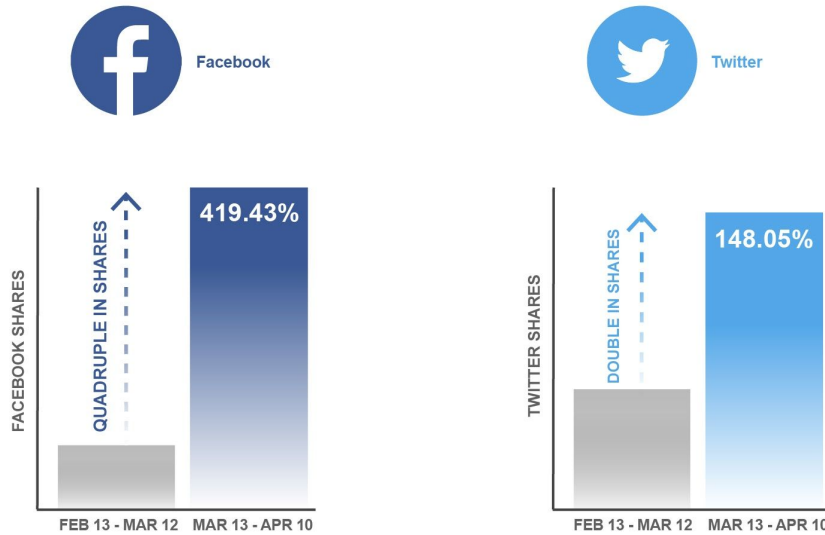
2. Growth across the board, but especially in trade associations.

Trade associations increased by nearly 1,000% compared to the same time the month prior.



3. More people are sharing campaigns online, motivating others to act

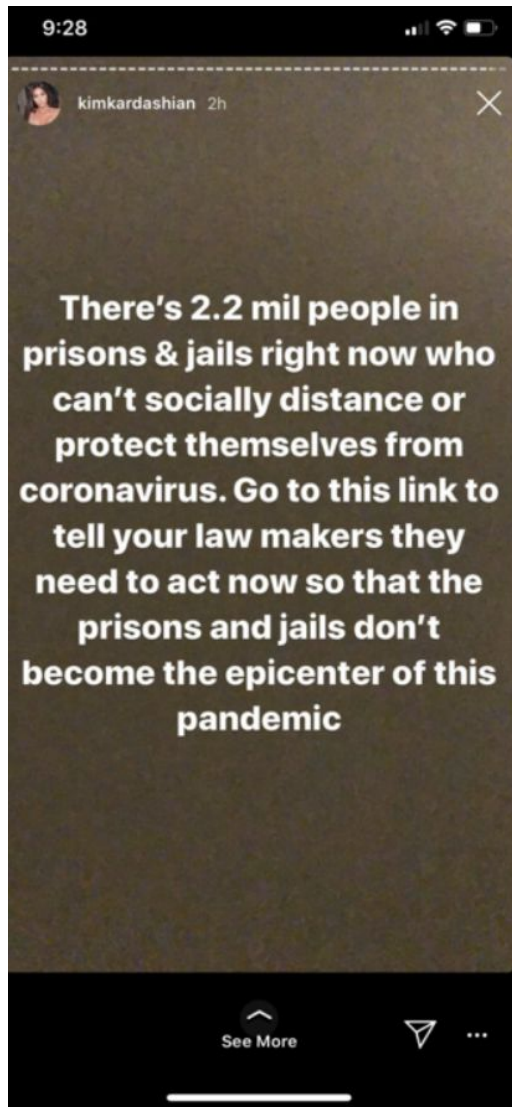
Social media influencing matters. Increases in social media shares may be correlated with increases in new advocates because people trust those in their networks. After the emergency declaration, Facebook shares more than quadrupled, and Twitter shares over doubled.



4. Share, share, share.

Reform Alliance has publicized their campaign in myriad ways, including through social media influencers. But you don't need celebrities to inspire others to act. Enable social media sharing on your campaign so your advocates can spread the word within their own networks.





High numbers of social media shares have been a constant in successful campaigns:

- National Restaurant Association – 3,139 Twitter shares
- American Nurses Association – 3,231 Twitter shares

“We as humans will always be predisposed to seek out and value peer recommendations. Social media has become an excellent medium for this. Across all social platforms, consumers are constantly engaged with thousands of peers they have self-selected and inherently trust.” ([MarketingDaily](#))

KEY TAKEAWAYS

- This is a prime time to secure new advocates. How? Act with urgency and promote social media sharing. People overwhelmingly listen to their friends and family.
- Employ a variety of tools. We recorded a major spike of Twitter activations on new users. Wield emails, phone calls, tweets, and petitions. Do not limit your campaign to one type.
- Lawmakers are receiving avalanches of emails. Utilize the CONVO campaign template to field personal stories OR rotate between at least 5 versions of email messages.

FEATURED CAMPAIGNS

Successful and innovative advocacy campaigns to guide and inspire you:



United Food and Commercial Workers International unveiled a new campaign in support of essential retail workers that has engendered **over 35,000 emails** to California Governor Gavin Newsom. The campaign has championed the right of these retail workers to have access to personal protection equipment, presenting an immediate, actionable issue to the highest office in California.

[See the Campaign Here](#)



The **Michigan Farm Bureau** generated **over 15,000 connections in 48 hours** by drawing a direct connection between Michigan's "Stay Home, Stay Safe" executive order and the livelihood of its farms. Calling attention to both the immediate and

long-term economic impacts of the stay-at-home order on farm businesses enabled the bureau to inspire urgent advocacy.

[See the Campaign Here](#)



Quickly becoming a centerpiece of the quarantine lifestyle, **Instacart** is running a campaign for feedback on their services. They are fielding input from states all over the country, receiving **tens of thousands of responses in just a few days**. Instacart's feedback campaign exemplifies the utility of direct, open lines of communication through which advocates/members can make their voices heard.

[See the Campaign Here](#)



Reform Alliance is calling to attention the national threat that COVID-19 poses to people in prison or jail with its campaign that now has **over 7,000 advocates**. Most states have not put in place concrete plans to deal with coronavirus outbreaks in their jails or prisons. In the face of this, Reform Alliance is rapidly building a coalition of advocates to advance this issue into the halls of political decision-making.

[See the Campaign Here](#)



Similarly, Turo has been expanding a campaign to hear uplifting stories from their community related to COVID-19. As a peer-to-peer carsharing company, Turo is fostering their sense of community by inviting members to share their personal anecdotes. Turo's Government Relations team is also gathering these individual stories to aid in the fight to protect car sharing amongst community members.

[See the Campaign Here](#)

Etsy

Etsy is promoting a campaign to register and address the difficulties that the self-employed and microbusinesses are facing due to the COVID-19 pandemic. In collecting these concerns, Etsy will be able to identify how recent federal actions may need changing or overhaul to better support their members.

[See the Campaign Here](#)

We want to hear your stories! If you have campaign or advocacy news to share with us, please feel free to email us at p2adigest@phone2action.com.

VIRTUAL EVENTS

**Consumer
Technology
Association™**

Many people are feeling isolated as a result of social distancing practices. How can tech keep us connected? Hear from the AARP foundation, @ Older Adults Technology Services and Easter Seals. Organized by Consumer Technology Association. Apr 16, 2020 01:00 PM.

[Webinar registration](#)

AIDS FOUNDATION OF CHICAGO

Aids Foundation of Chicago is hosting a Virtual Advocacy Event on Wednesday, April 29th. More information here:

<https://www.aidschicago.org/page/events/fundraising-events>

BLOGS

[Civic Unity is the Answer to Coronavirus](#) - By Ximena Hartsock, co-founder and President of Phone2Action

[Eight Ways to Smash, not Just Flatten, the Coronavirus Curve](#) - By Dr. Susan Malinowski

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Questions? Email us at p2adigest@phone2action.com.