

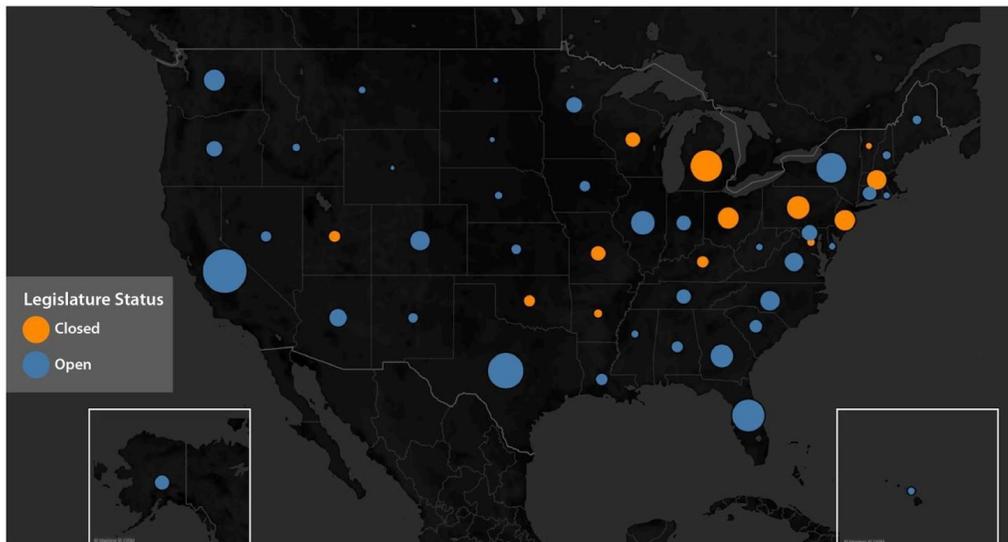


PHONE2ACTION DIGEST

Phone2Action Digest V⁵

THE SPREAD OF DIGITAL ADVOCACY

State Legislature Status and Advocacy Activity



Advocate activity marked by bubble size. Open state legislatures are orange, closed ones are blue. Data from March 13th – April 16th. (Source: P2A database)

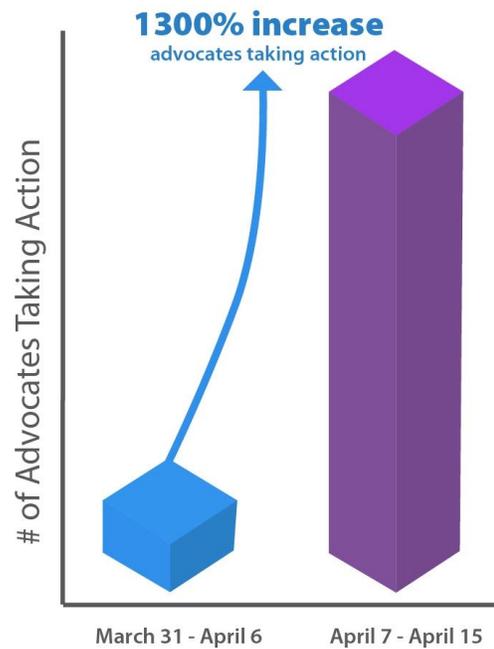
DIGITAL ADVOCACY GOES LOCAL

Though advocacy peaked on March 21st surrounding the stimulus bill, we are still seeing action spread at the state level—regardless of legislatures being open or adjourned. With open legislatures, most actions are directed to state lawmakers. With adjourned ones, actions take the form of thank-you emails to state lawmakers and petitions to governors, mayors, and city councils. In addition, organizations are using Phone2Action for non-legislative activities such as surveys, events, contests, etc.—with the goal of keeping members engaged.

See below two recent examples of advocacy growth in states with active and adjourned sessions:

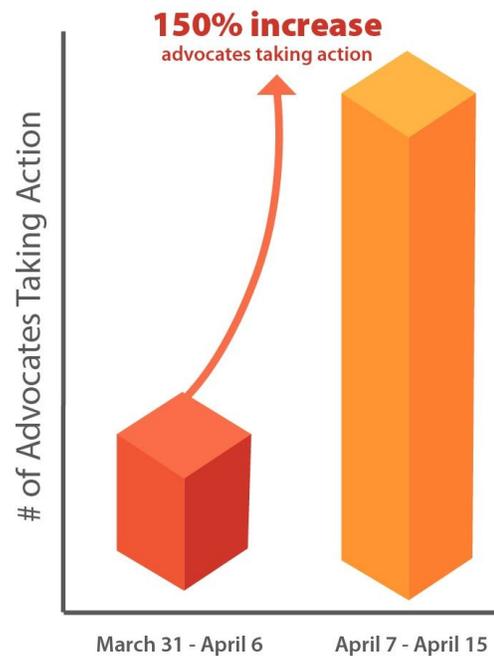
1. On April 8th, **Michigan (in session)** Gov. Whitmer extended the state's stay-at-home order until April 30th. This may be correlated with a **1300% increase in advocates** taking action in MI via non-profit campaigns after that date.

Top cities of advocate activity: Detroit, Grand Rapids, Flint, Lansing, Traverse City.



2. In the same week, **Florida (session adjourned)** advocacy activity has **more than doubled**.

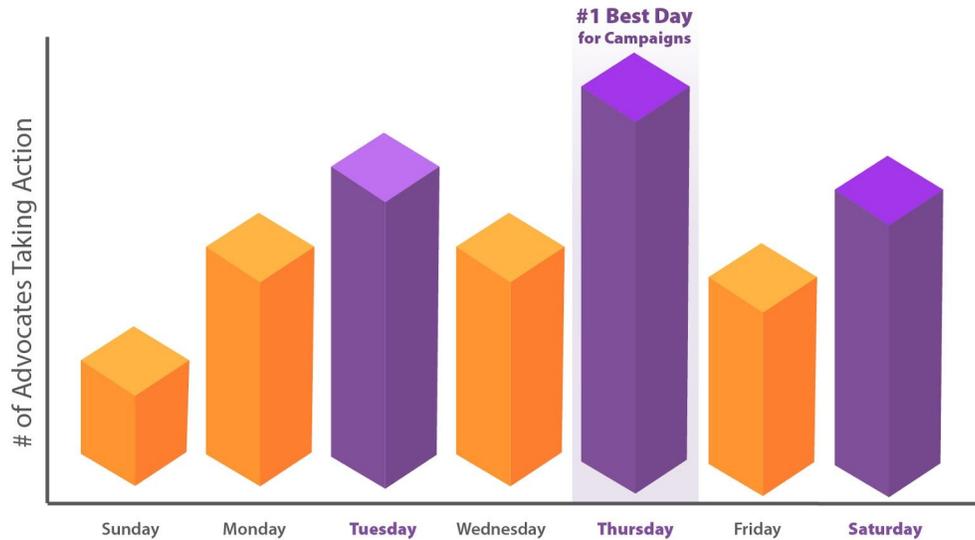
Top cities of advocate activity: Haleah, Miami, Orlando, Brandon, Jacksonville.



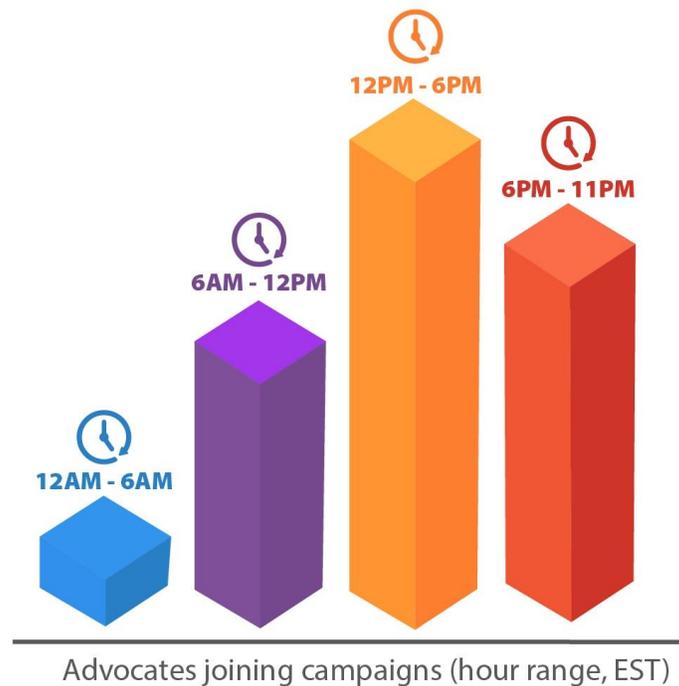
GETTING THE MOST OUT OF YOUR CALL TO ACTION

What difference does the day of the week make when you send out your call to action? Here's what we found:

1. More people respond to calls to action on Thursday, followed by Tuesday and Saturday.



2. Most people take action from 12 – 6 PM EST and later.



KEY TAKEAWAYS

- **Urgency drives action.** Campaigns that ride on the tail of press/government announcements gain more traction.
- **The day of the week matters.** We are consistently seeing that people are most actively engaging in campaigns on Thursdays, followed by Tuesdays and Saturdays.
- **Launch and promote your campaign during peak advocacy hours.** Phone2Action data also show that most people take action between 12 - 6 PM EST, with a peak between 12 – 1 PM EST.
- **Use Social Share.** We're seeing a tremendous increase in new advocates—people who had never taken action on these campaigns before (in aggregate, ~70% of people taking action are new advocates). We believe this boost is correlated with the jump in social shares (recent 400% bump in FB shares).

TOOLS TO USE IN VIRTUAL LOBBY DAYS

The following are some tips and ideas to help you put together a successful virtual Lobby Day:

Lobby Days build a sense of community among your advocates and members

- Install the Phone2Action Live Map feature on your website to show geographic range: [here's an example](#)
- Enable social sharing for your advocates.
- Done with your Lobby Day? Share pictures, show your community appreciation, and celebrate your success.

Lobby Days highlight legislative priorities with lawmakers

- Include a link in your emails to lawmakers to your “leave behind.”
- Use Phone2Action's TeleTownHall tools to organize a phone call with lawmakers.
- Use Phone2Action Patch Through Calls to have people pledge to call. On your Lobby Day, Phone2Action will connect those who signed up to their representative via phone call.

Lobby Days allow your advocates to share their personal stories

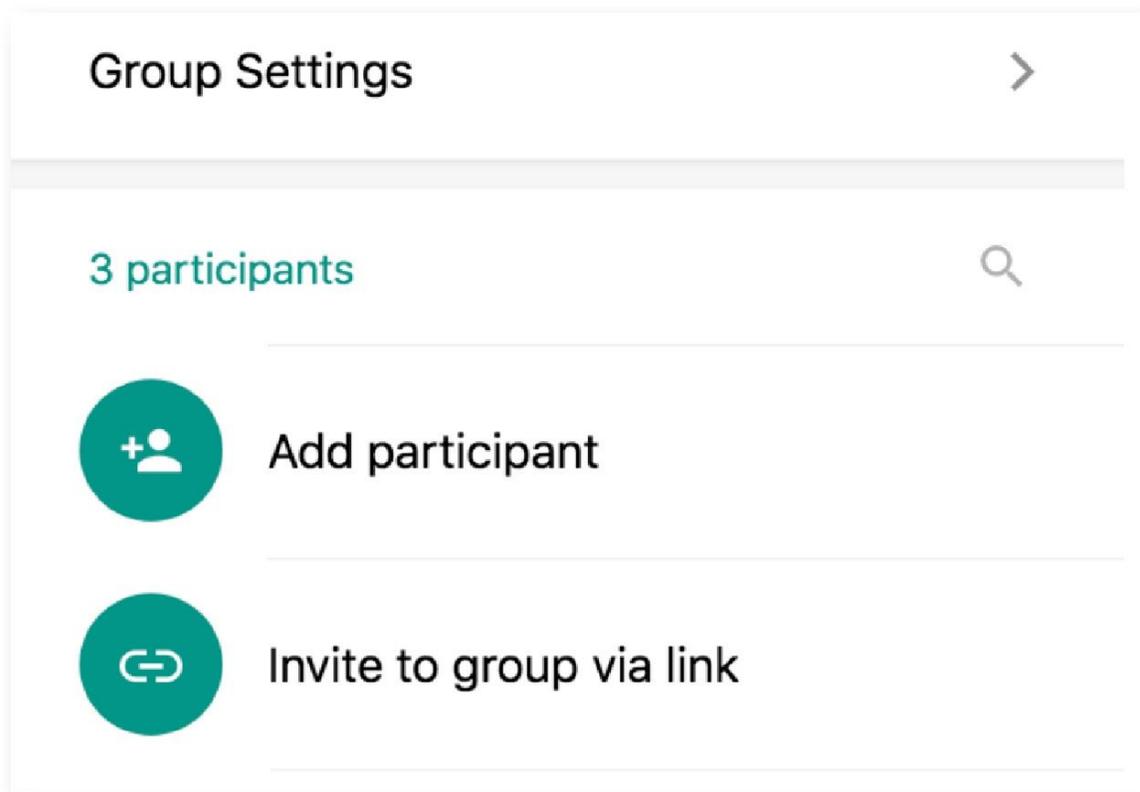
- Use a [CONVO campaign](#) to collect personal stories that will stand out to lawmakers.
- Highlight your advocate stories on social media and your website.
- Record a personal story of your advocate's voice to initiate a patch through call.

Lobby Days demonstrate the value of being a member within your organization

- Share success metrics with stakeholders.
- Use the Phone2Action emailer to send advocacy emails. Discover stats specific to these emails.

Preparing your advocates and members for a virtual Lobby Day

- **Create buzz.** Publicize the event on social media. Build momentum via pledge campaigns and registration. Motivate advocates with reminders via email, text, and social media engagement.
- **Enable different ways to participate.** Unite emails, phone calls, tweets, and petition signing all in one action center or automate them as follow ups. Use tools that encourage story sharing like CONVO.
- **Host a social media takeover.** Shift all focus to the virtual Lobby Day. Share pictures of advocacy-from-home. Promote the live map to build a sense of communal action. Post a keyword people can text to join the virtual Lobby Day. And, of course, don't forget those hashtags.
- **Share on messaging apps:** 1.5 Billion people use Whatsapp every month. You can easily create a group to share your Lobby Day information and keep people organized on the day of the virtual event:
 - Step 1: Create group/Invite people
 - Step 2: Click on group settings
 - Step 3: Click on invite to group via link
 - Step 4: Share link widely



FEATURED CAMPAIGNS

Successful and innovative advocacy campaigns to guide and inspire you:



ONE's campaign asks people to email their congressional representatives in support of the Global Fund's COVID-19 response. Check out how polished the campaign looks, built on the AERO template as a widget on ONE's page.

[See the Campaign Here](#)



This **UNICEF** campaign's targets are not lawmakers, but presidential candidates. Also built on the AERO template, it is a standalone page on white label.

[See the Campaign Here](#)



Friends of Manufacturing has driven over **8,000 messages** in under **24 hours** to Congress through a campaign that ties together email, text, and social media functions. Automated social shares display the campaign's text code, and short videos from super advocates supplement promotional content.

[See the Campaign Here](#)



The **Association of Young Americans** built this unique multi-channel (tweet-email-call) campaign using the Phone2Action API.

[See the Campaign Here](#)



The **Environmental Advocates of New York** are urging NY Gov. Cuomo to issue an order preventing tenants' water from being shut off because of their inability to pay water bills. This is a standalone page built on the AERO template and can be signed via Facebook.

[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



The **Biotechnology Innovation Organization** is hosting a virtual version of their annual international convention from June 8-12. The world's biotech community will convene through online events such as company presentations and virtual partnering calls. [Link Here](#)



Defend Our Future is launching a Virtual Earth Day Strike on April 22nd, honoring their movement and building a community around the work they would like to accomplish in

the future. The Virtual Earth Day Strike is a single-day activity that will bind together advocates and members of Defend Our Future in common cause. [Link Here](#)



The Alzheimer's Association is preparing for its April 21st Virtual State Advocacy Day by requesting that advocates send messages of thanks to Ohio state legislators for their continued work on Alzheimer's issues. This campaign is aimed at maintaining Alzheimer's as a top priority for state legislation, even as the COVID-19 pandemic continues. [Link Here](#)

Authors: Ben Lee, Kevin Pomorski, Matt Ernesto, Snehal Shinde, Siddharth Kamath, Will Lopez, Ximena Hartsock

Questions? Email us at p2adigest@phone2action.com.