



# PHONE2ACTION DIGEST

## Phone2Action Digest V<sup>6</sup>

### THE COVID EFFECT.

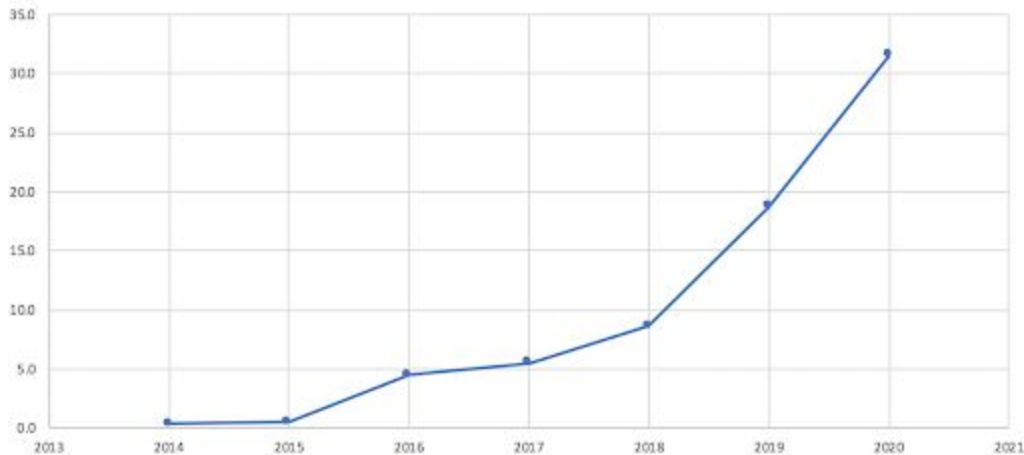
Since the emergency declaration on March 13 we have witnessed a boom in advocacy . *The COVID Effect* is seen across all industries, and in every state. Below are some of the things we have learned.

#### Results of the COVID Effect





- **20,000** more people a day now take action than before March 13.
- This means every day about **52,000** people take action somewhere in the U.S.
- **36** people are taking action right now (that is, every minute of the day)

Advocates taking Action/Minute



- People who never took action before are taking action now. There is an 111-percent increase in new advocates supporting campaigns.
- In aggregate, 77 percent of the advocates taking action since March 13 are NEW. We believe this is correlated with an increase in social shares. We are all more likely to take action following a recommendation from someone we know, such as a friend or family member.

## Advocates Taking Action on Social Media

	Jan 31 - Mar 12	Mar 13 - Apr 23	% Increase
 Facebook Shares	34,434	175,991	411%
 Twitter Shares	12,934	32,869	154%

**ALSO**, more advocates are taking action in all states regardless of party and whether the legislature is in session.

## Top 10 States based on % increase in total number of advocates taking action.

(compared Feb 1 - Mar 12 to Mar 13 - Apr 22)

	Session	% increase
<b>D</b> Michigan	Open	298%
<b>R</b> Texas	Closed	175%
<b>D</b> New Jersey	Open	130%
<b>D</b> Rhode Island	Closed	119%
<b>D</b> California	Closed	117%
<b>D</b> Maine	Closed	104%
<b>D</b> Louisiana	Closed	103%
<b>R</b> Florida	Closed	100%
<b>R</b> Georgia	Closed	100%
<b>D</b> Connecticut	Closed	95%

### Governor's Party

**D** Democrat

**R** Republican

Finally, since March 13 thousands of campaigns have been launched on hundreds of topics. This is in addition to the thank you emails, surveys, sign ups, and other campaign types. We will be sharing some of these topics weekly.

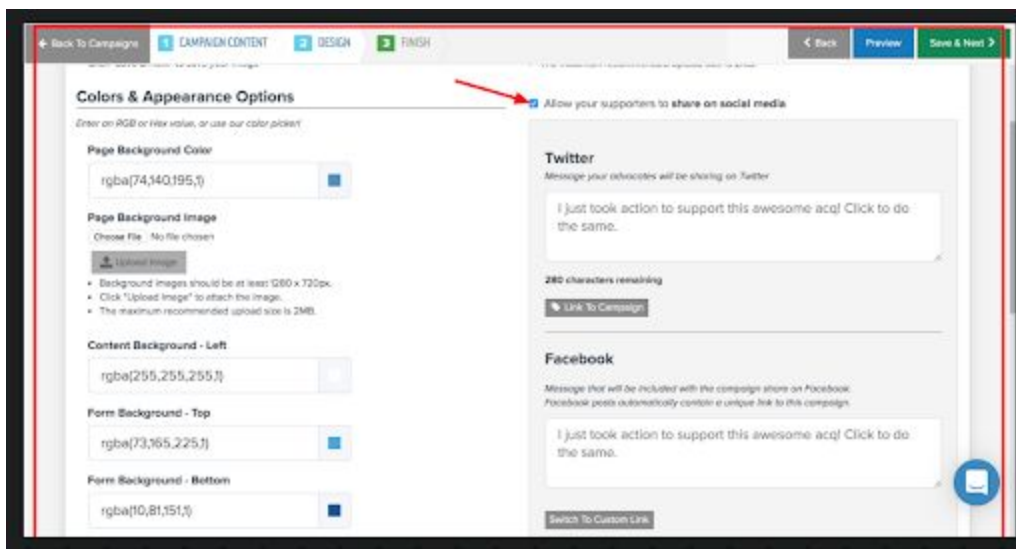
### Campaigns Themes/Topics

Specialized services for survivors of sex trafficking  
Access to phone for Prisoners **Paycheck**  
**Protection Program** **Accountability on**  
**Stimulus Package** **Expand essential Business**  
**Classification** **Expand Economic Relief for Distilleries**  
**Expand economic Relief for Gig**  
**Economy** **Expand Benefits for Grocery Workers**  
**Expand Economic Relief** **Airlines** **Protect**  
Vulnerable Populations **Include Immigrants**  
**Expand Production Permit** **Cannabis Legalization**  
**Refugee Resettlement** **Expand Economic Relief for**  
**Self Employed** **Expand Essential Business -**  
Beauty **Environment** **COVID-related**  
**illness leave** **Mail-In Voting** **Soliciting Consumer**  
**Feedback on Services during the COVID crisis** **Water**  
**Protections** **Immigration** **Child**  
**abuse prevention and child welfare systems**  
**Ask Governors** **Online Schools** **Broadband**  
**Share your Story**

## KEY TAKEAWAYS

### Our Recommendations

- **Take advantage of the MOMENTUM.** Launch a campaign, even if your state is closed. If you do not have a particular issue, ask people to share their story, sign up for an event, complete a survey, thank your legislators or provide feedback. This will keep your advocates engaged. The lawmakers are listening.
- **Enable SOCIAL.** On the campaign settings page in Phone2Action, there is an option for advocates to share your campaign on social (see below). Turn this on and enable your advocates to share your campaign and encourage others to act.



**Use multiple channels to advertise your campaign, such as email, mail, text and messenger apps. This helps you reach more advocates.**

How Manufacturing Built Momentum Across Channels



**CASE STUDY:** Friends of Manufacturing, the grassroots arm of the National Association of Manufacturers, continues to see high rates of engagement with their newest campaign. The organization is mobilizing supporters to ask Congress to pass funding for the Paycheck Protection Program (PPP).

**RESULTS:** In less than 24 hours, the campaign drove more than 8,000 messages to Congress and the president. With the incorporation of a social share campaign, the effort is now growing legs across social media (#ProtectMyPaycheck), helping them attract new advocates.

**HOW THEY DID IT:** The effort began with a contact-your-legislator campaign, which was pushed out to the Friends of Manufacturing grassroots base by way of email and text message blasts. After advocates contact their officials, each receives an automated "thank you" email and an automated text message thanking them for their advocacy and encouraging them to spread the word on social media through a separate Phone2Action social share campaign. To ensure that each advocate's social media post directs back to the original campaign, the automated Facebook and Twitter posts included a simple image that displays the campaign's short code: **"Text PAYCHECK to 52886."**

To aid in this momentum, Friends of Manufacturing reached out to their super advocates to acquire selfie videos that ask fellow manufacturers to engage. These short videos are being used to supplement the team's promotional content across social media.

### [Check out this successful campaign](#)

#ProtectMyPaycheck



**Let's Spread the Word on Social Media! #ProtectMyPaycheck**

In one click, easily tell your networks to contact Congress and tell them to support the immediate funding of the Paycheck Protection Program (PPP).

We look forward to seeing your posts on social media! You may just see your post on our official social channels.

Thank you for your continued support.

**Spread the Word on PPP!**

Twitter icon

Facebook icon

If you have advocacy news you want to share, you can email us here:  
[p2adigest@phone2action.com](mailto:p2adigest@phone2action.com).

## VIRTUAL EVENTS

Rock the House for Animals  
The Human Society

<https://www.humanesociety.org/rockthehouse>



**ROCK THE HOUSE FOR ANIMALS**

**CHRIS DAUGHTRY**   **ROB THOMAS**   **GAVIN DEGRAW**

**April 30**  
Streaming live at [humanesociety.org/rockthehouse](https://www.humanesociety.org/rockthehouse).  
Also available on YouTube, Twitch and Facebook.

**7 P.M. EDT** Pre-show  
**8 P.M. EDT** Live performance

THE HUMANE SOCIETY OF THE UNITED STATES   SIDEWALK ANGELS   Featuring a matching grant from **Better CITIES for pets** A MARS PETCARE PROGRAM

## BLOGS

Adapting to What's Next — What You Should Know About COVID-19  
Antibody Tests by Susan Malinowski

[READ NOW](#)

Associations Face a New Advocacy Landscape by Jeb Ory

[READ NOW](#)

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