

Digital tools & strategies to advocate for kids in the age of COVID-19

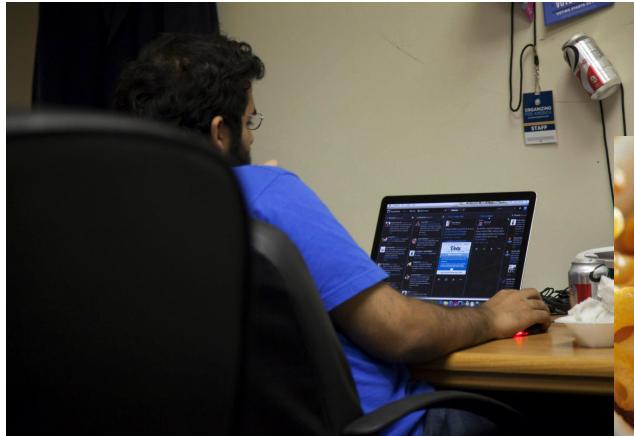
@SalimZymet, VP of Digital, 50+1 Strategies | July 14, 2020

- Introductions
- Digital capacity considerations
- ActionNetwork
- Cost effective digital advertising through Google & Facebook
- One click email tools & Tiny URL
- Instagram Tools
- Canva
- Free photography resources like unsplash.com
- Additional resources and communities to help you navigate the online world
- Q&A
- Conclusion



Who I am: **@SalimZymet**

A digital dude in a digital world. (follow me ↑)



Why digital matters to 2020 in 3 numbers:

95% | \$130billion | 6hrs42min



CONTENT



DISTRIBUTION

**So how can you
prioritize digital
engagement?**

You're leading the way!

Jim Keddy via ... Tue, Oct 15, 2019, 7:46 AM Share this email to me ▾

Dear Salim,

Your actions are adding up! We set a goal of reaching 500 signatures for Sac Kids First at the end of last week, and we got close! 466 to be exact!

On November 5th, we will be speaking in front of the Sacramento City Council. We'd like to bring 1,000 signatures to the Council that night.

We'd really appreciate it if you could rack your brain and think of others who would be happy to sign the petition if asked. People get involved when someone they know and trusts asks them.

Here's the thing-- young people can sign this petition too. Teenagers in South Sacramento launched Sac Kids First a few years ago and remain centrally involved. On November 5th young people from throughout the city will speak at City Council. Do you know a young person who would like to connect to this effort?

Please take a moment and forward or text this link to your friends, family and colleagues.

<https://actionnetwork.org/petitions/support-sac-kids-first/>

Thank you!

Jim Keddy
Sac Kids First
916-248-1706

- **Use Action Network to:**
- Organize people to take action online and offline
- Send mass email to recruit and mobilize new activists
- Engage activists with mobile messages
- Raise funds to fuel important work
- And much more!



Learn about The BREATHE ACT and sign on as a community co-sponsor

The BREATHE Act is the modern-day Civil Rights Act that we deserve.

The BREATHE Act offers a radical reimagining of public safety, community care, and how we spend money as a society. We bring 4 simple ideas to the table:

- Divest federal resources from incarceration and policing.
- Invest in new, non-punitive, non-carceral approaches to community safety that lead states to shrink their criminal-legal systems and center the protection of Black lives—including Black mothers, Black trans people, and Black women.
- Allocate new money to build healthy, sustainable, and equitable communities.
- Hold political leaders to their promises and enhance the self-determination of all Black communities.

Uprisings around the country changed what was possible. What felt impossible two months ago is being accomplished now; what seems impossible today is doable tomorrow, and we will be the ones to make it happen. We are our ancestors' wildest dreams.

5,504 Actions Taken

Only 896 more until our goal of
6,400

SHOW YOUR SUPPORT

Welcome back, Salim
Zymet!
Not Salim Zymet? [Click here.](#)

ADD YOUR NAME

You may receive updates from *Reform LA Jails* and *Movement for Black Lives*, the sponsors of this form.

[Edit Subscription Preferences](#)

ActionNetwork Pricing

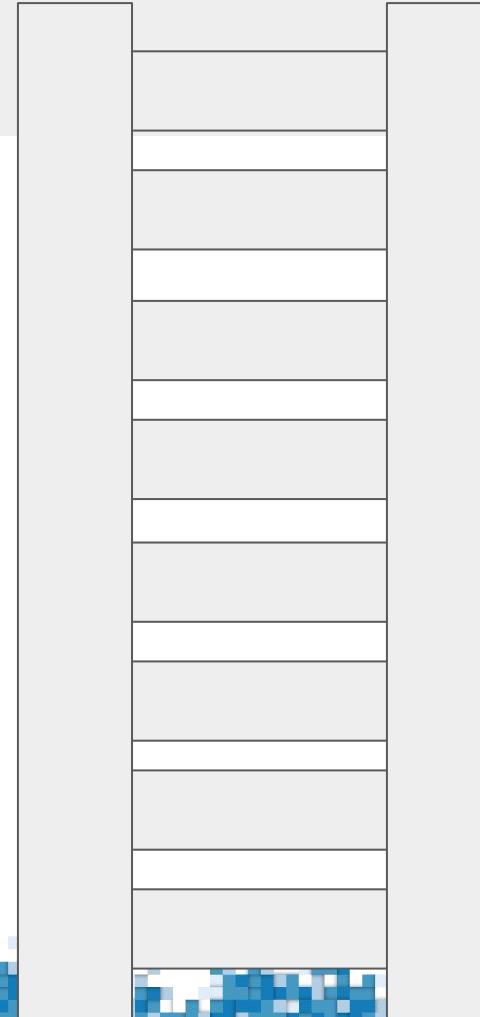
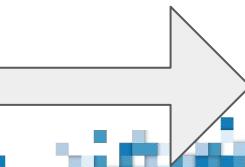
GRASSROOTS	MOVEMENT	NETWORK	ENTERPRISE
<p>ALWAYS FREE</p> <p>GET STARTED</p> <p>Grassroots activists who are just getting started with no email list</p>	<p>\$1/THOUSAND emails sent/month STARTING AT \$10 /month</p> <p>SIGN UP</p> <p>Small to midsize organizations who need unique branding</p>	<p>\$2/THOUSAND emails sent/month STARTING AT \$100 /month</p> <p>SIGN UP</p> <p>The best solution for complex, federated organizations</p>	<p>CUSTOM</p> <p>EMAIL US</p> <p>Custom solutions for our movement's largest organizations</p>
EMAIL	EMAIL	EMAIL	EMAIL
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Less than 10,000 emails/month <input checked="" type="checkbox"/> Mass emailer with A/B testing <input type="checkbox"/> Upload lists <input type="checkbox"/> Custom wrappers <input type="checkbox"/> Automated ladders 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> 10,000 - 1,000,000 emails/month <input checked="" type="checkbox"/> Mass emailer with A/B testing <input checked="" type="checkbox"/> Upload lists <input checked="" type="checkbox"/> Custom wrappers <input checked="" type="checkbox"/> Automated ladders 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> 50,000 - 1,000,000 emails/month <input checked="" type="checkbox"/> Mass emailer with A/B testing <input checked="" type="checkbox"/> Upload lists <input checked="" type="checkbox"/> Custom wrappers <input checked="" type="checkbox"/> Automated ladders 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> More than 1,000,000 emails/month <input checked="" type="checkbox"/> Mass emailer with A/B testing <input checked="" type="checkbox"/> Upload lists <input checked="" type="checkbox"/> Custom wrappers <input checked="" type="checkbox"/> Automated ladders
ACTIONS	ACTIONS	ACTIONS	ACTIONS

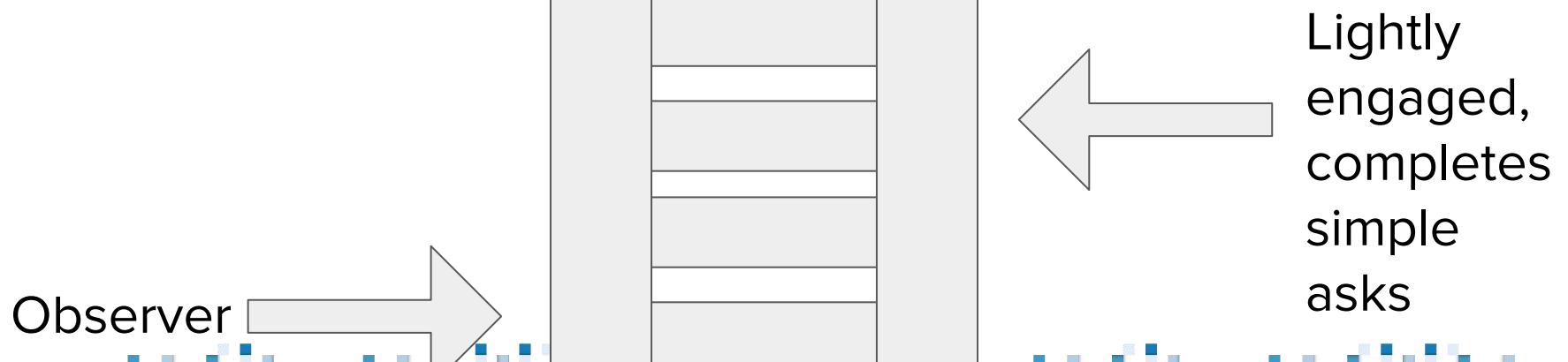
Q: How do we move people who don't know anything about us to vote, contribute, or volunteer?

A: Through a ladder of engagement

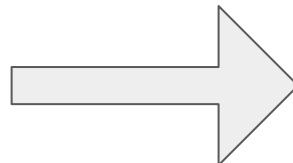


Observer

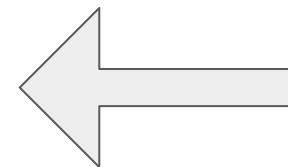
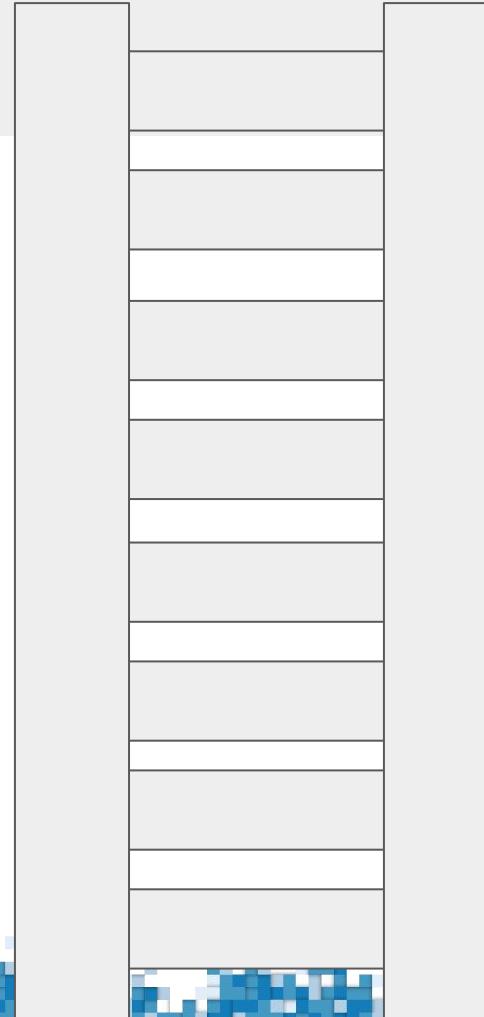




1st time
donor

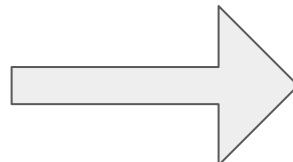


Observer

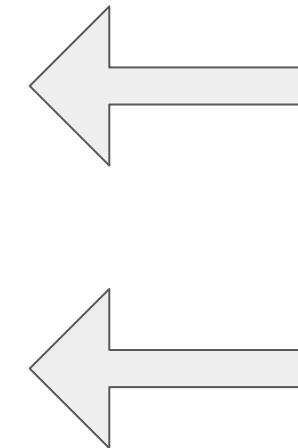
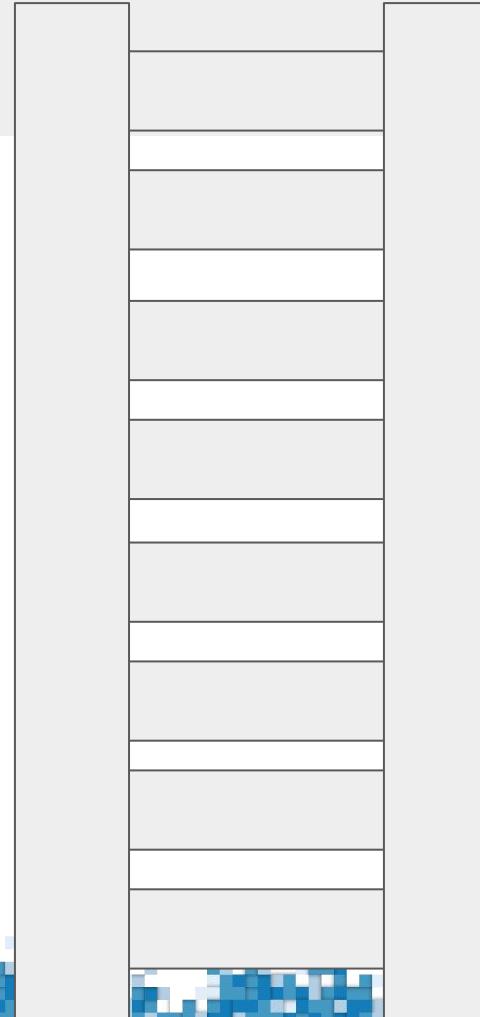
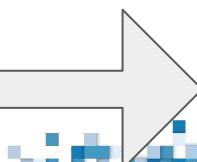


Lightly
engaged,
completes
simple
asks

1st time
donor



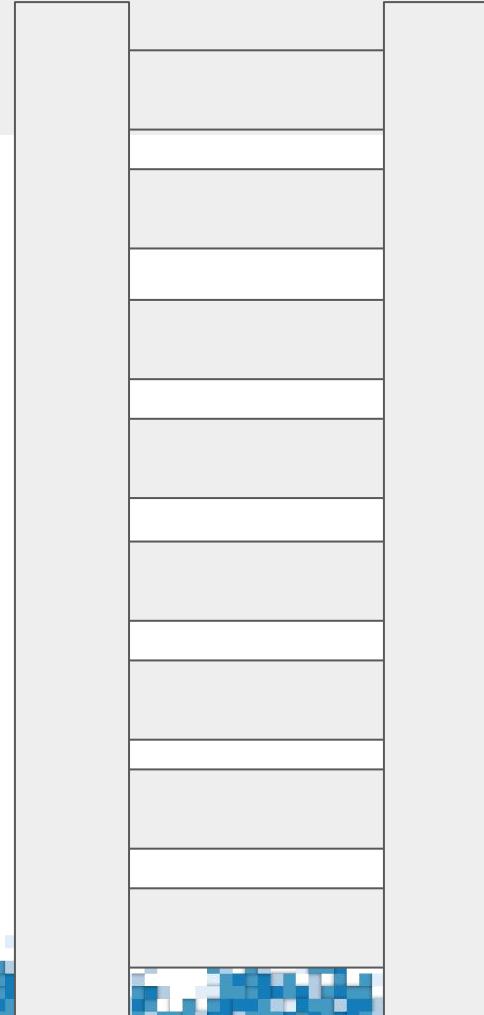
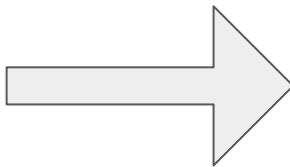
Observer



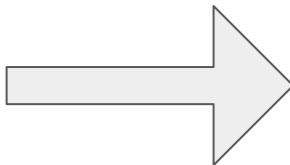
Recurring
donor

Lightly
engaged,
completes
simple
asks

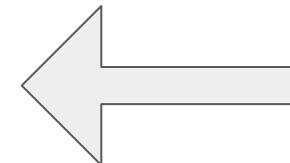
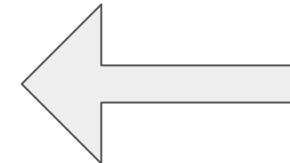
Volunteer



1st time
donor



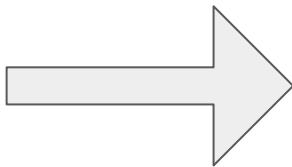
Observer



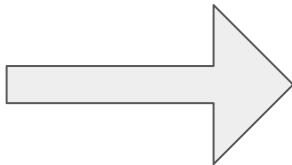
Recurring
donor

Lightly
engaged,
completes
simple
asks

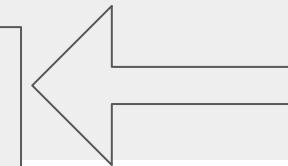
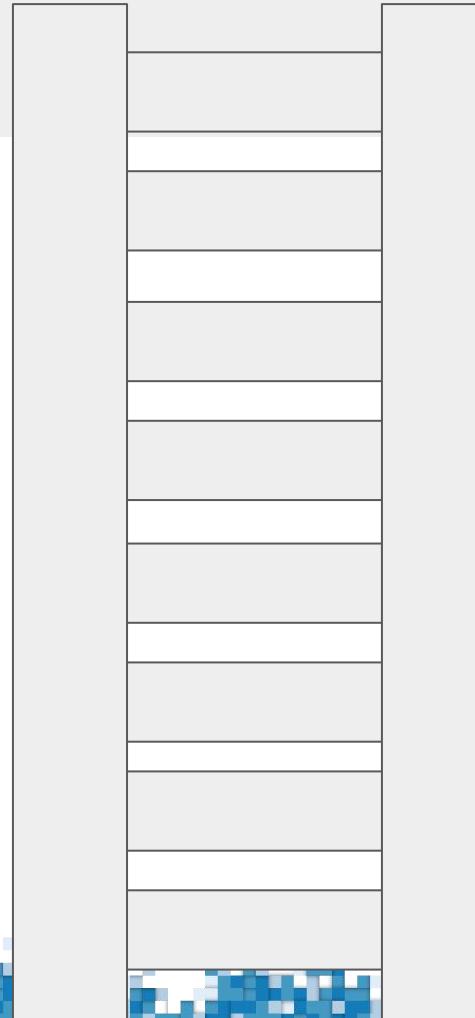
Volunteer



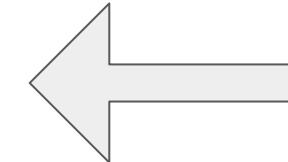
1st time
donor



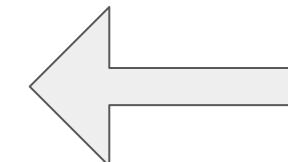
Observer



Campaign
Evangelist



Recurring
donor



Lightly
engaged,
completes
simple
asks

Join the movement for California's future

Our movement is dedicated to creating the resources for all children and youth in California to thrive and reach their full potential. By exploring new dedicated revenue through the ballot initiative and budget process, we create opportunities for sustainable funding for crucial needs of children, youth and families.

These programs can include preschool and early care, after-school, health, family support, youth development, and career preparation. **Join our movement to invest in California's next generation!**

ADD YOUR NAME



FUNDING THE NEXT GENERATION



List building

- **Ask people to join you via:**
- Social media
- Through email
- Text
- And...

Google & Facebook Ads



Google Ads

Served to people based on their keyword searches. Google is all about "user intent."



Facebook Ads

Served to people based on their characteristics and general preferences. Facebook is all about "user personality/behavior."



Sac Kids First Coalition

Sponsored • Paid for by Yes on Measure G – Sacramento Kids First sponsored by child advocacy organizations....

"Measure G ... aims to reverse Sacramento's neglect of its youth by earmarking 2.5 percent of unrestricted city revenues for youth-oriented after school programs, summer programs, mental health resources and other youth services. The Sacramento Bee Editorial Board advises a "yes" vote on Measure G to make sure our children are a top priority in our city." - The Sacramento...



Measure G:
Endorsed by the Sacramento Bee!
Vote YES on G by mail or on March 3

SACKIDSFIRST.ORG
Measure G creates the Sacramento Children's Fund — without raising taxes!
Home | Sac Kids First is a coalition of individuals and organizations who believe that investing in the healthy...

Learn ...



Joe Biden

Sponsored • Paid for by BIDEN VICTORY FUND

In the middle of a global pandemic, Donald Trump has continued a relentless campaign to gut Obamacare and rip health insurance away from millions. It's morally reprehensible. Already, more than 1 million Americans have answered our call to take a stand, so we just increased our goal to 2.5 million signatures – but you haven't added your name yet. Sign your name now to say loud and clear: I...



DONATE AT JOEBIDEN.COM/VICTORY

GO.JOEBIDEN.COM

Enough of Trump's cruelty and incompetence | Sign your name to

condemn him

Donate at joebiden.com/victory

FACEBOOK

United States ▾

 Salim

Ad Library

The ad library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook apps and services, including Instagram.



Search Ads

Choose a category to start your search.

 Issues, Elections or Politics Housing Search all

Search ads from candidates for public office, as well as ads about any election, ballot initiative or social issue.

 Search for ads by keyword or advertiser name

Google & Facebook Ads



Children's Defense Fund

Sponsored • Paid for by CHILDRENS DEFENSE FUND (INC)

Every child deserves a chance to reach their full potential.
You can help.



CHILDRENDEFENSE.ORG/DOUBLE-YOUR-IMPACT
NOT AFFILIATED WITH FACEBOOK

Donate by 12/31

The year ahead presents an opportunity for us to fight
for all children to have the same opportunities to...

[Donate...](#)



Children's Defense Fund

Sponsored • Paid for by CHILDRENS DEFENSE FUND (INC)

Every child deserves a chance to reach their full potential.
You can help.



CHILDRENDEFENSE.ORG/DOUBLE-YOUR-IMPACT
NOT AFFILIATED WITH FACEBOOK

Donate by 12/31

The year ahead presents an opportunity for us to fight
for all children to have the same opportunities to...

[Donate...](#)



Children's Defense Fund

Sponsored • Paid for by CHILDRENS DEFENSE FUND (INC)

Every child deserves a chance to reach their full potential. You
can help.



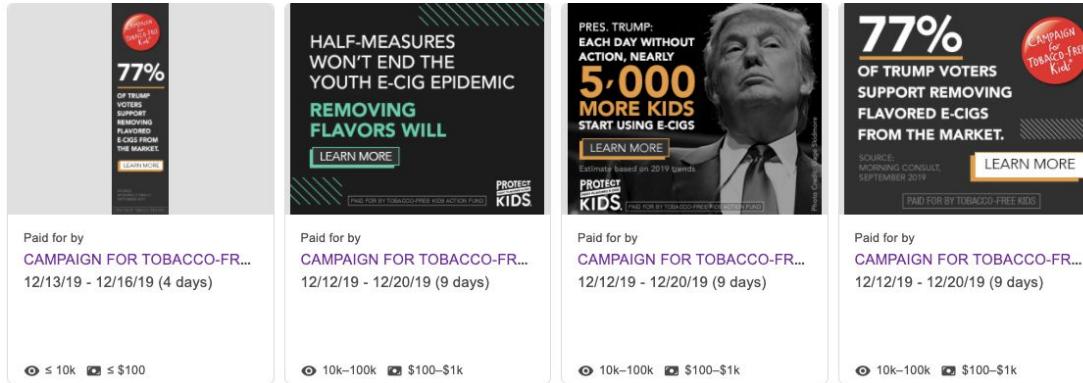
CHILDRENDEFENSE.ORG/DOUBLE-YOUR-IMPACT
NOT AFFILIATED WITH FACEBOOK

Donate by 12/31

The year ahead presents an opportunity for us to fight for
all children to have the same opportunities to succeed th...

[Donate...](#)

Google & Facebook Ads



The image displays four political advertisements from the "Campaign for Tobacco-Free Kids". Each ad features a red circular logo with the text "CAMPAIGN FOR TOBACCO-FREE KIDS".

- Ad 1:** "77% OF TRUMP VOTERS SUPPORT REMOVING FLAVORED E-CIGS FROM THE MARKET." **Learn More**
- Ad 2:** "HALF-MEASURES WON'T END THE YOUTH E-CIG EPIDEMIC. REMOVING FLAVORS WILL." **Learn More**
- Ad 3:** "PRES. TRUMP: EACH DAY WITHOUT ACTION, NEARLY 5,000 MORE KIDS START USING E-CIGS." **Learn More**
- Ad 4:** "77% OF TRUMP VOTERS SUPPORT REMOVING FLAVORED E-CIGS FROM THE MARKET." **Learn More**

Paid for by
CAMPAIGN FOR TOBACCO-FREE KIDS
12/13/19 - 12/16/19 (4 days)

Paid for by
CAMPAIGN FOR TOBACCO-FREE KIDS
12/12/19 - 12/20/19 (9 days)

Paid for by
CAMPAIGN FOR TOBACCO-FREE KIDS
12/12/19 - 12/20/19 (9 days)

Paid for by
CAMPAIGN FOR TOBACCO-FREE KIDS
12/12/19 - 12/20/19 (9 days)

 10k  \$100

 10k-100k  \$100-\$1k

 10k-100k  \$100-\$1k

 10k-100k  \$100-\$1k

Joe Biden 2020 | Give now and let's go | Let's build it together

Ad secure.actblue.com/donate/biden

Wall Street didn't build this country. The middle class did. Your donation is crucial to the start of our campaign. Thank you.

One-click-email tools

Defund12.org

Email and mail government officials and council members to reallocate egregious police budgets towards education, social services, and dismantling racial injustice.

"12" = 

Choose state | 

AK

- [Anchorage - Letter to the City Council](#) ⚡
- [Juneau - Letter to Assembly Members](#) ⚡

AL

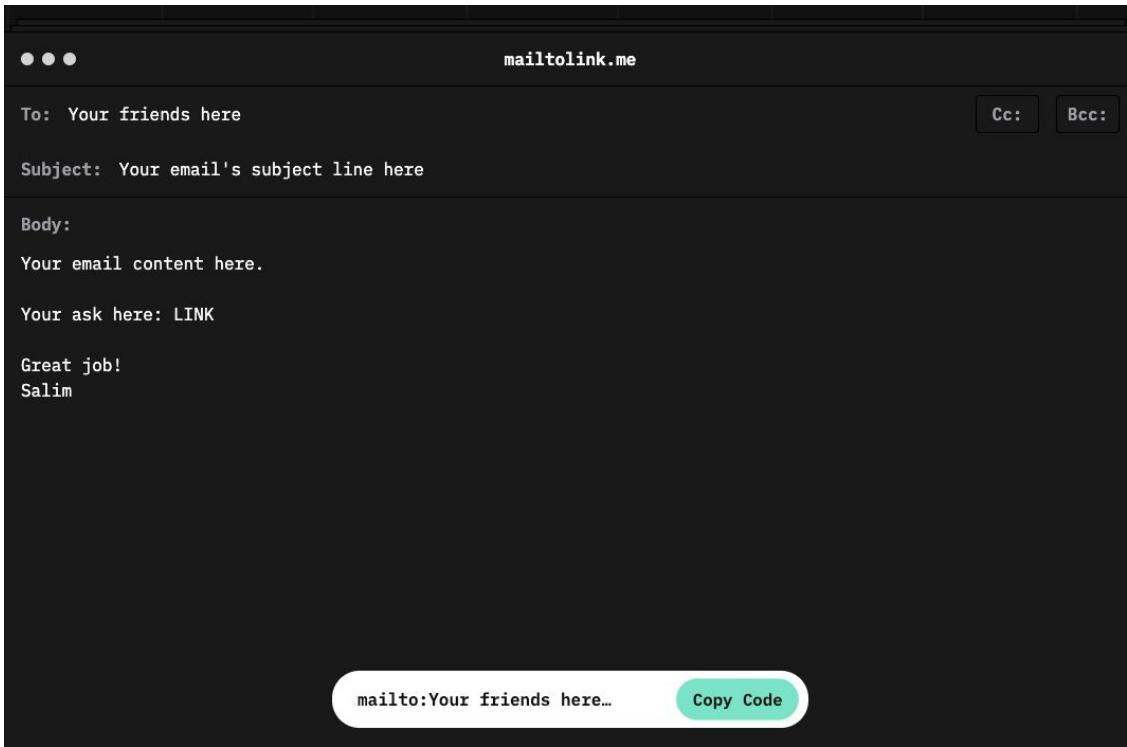
- [Birmingham - Letter to Council Members](#) ⚡
- [Decatur - Letter to Mayor Bowling and City Council](#) ⚡
- [Huntsville - Letter to Council Members and Chairman of Madison County](#) ⚡
- [Mobile - Letter to Mayor Stimpson and City Council](#) ⚡
- [Vestavia Hills - Letter to Mayor and City Council](#) ⚡

AR

- [Benton County - Letter to Finance Committee](#) ⚡



One-click-email tools



A screenshot of a web-based email client interface. The header shows 'mailto:link.me' and three dots. The 'To:' field contains 'Your friends here', 'Cc:' and 'Bcc:' buttons are present. The 'Subject:' field contains 'Your email's subject line here'. The 'Body:' section contains 'Your email content here.' The 'Your ask here: LINK' section contains 'Great job! Salim'. At the bottom, there is a text input field with 'mailto:Your friends here...' and a 'Copy Code' button.

mailto:link.me

To: Your friends here

Subject: Your email's subject line here

Body:

Your email content here.

Your ask here: LINK

Great job!
Salim

mailto:Your friends here... Copy Code

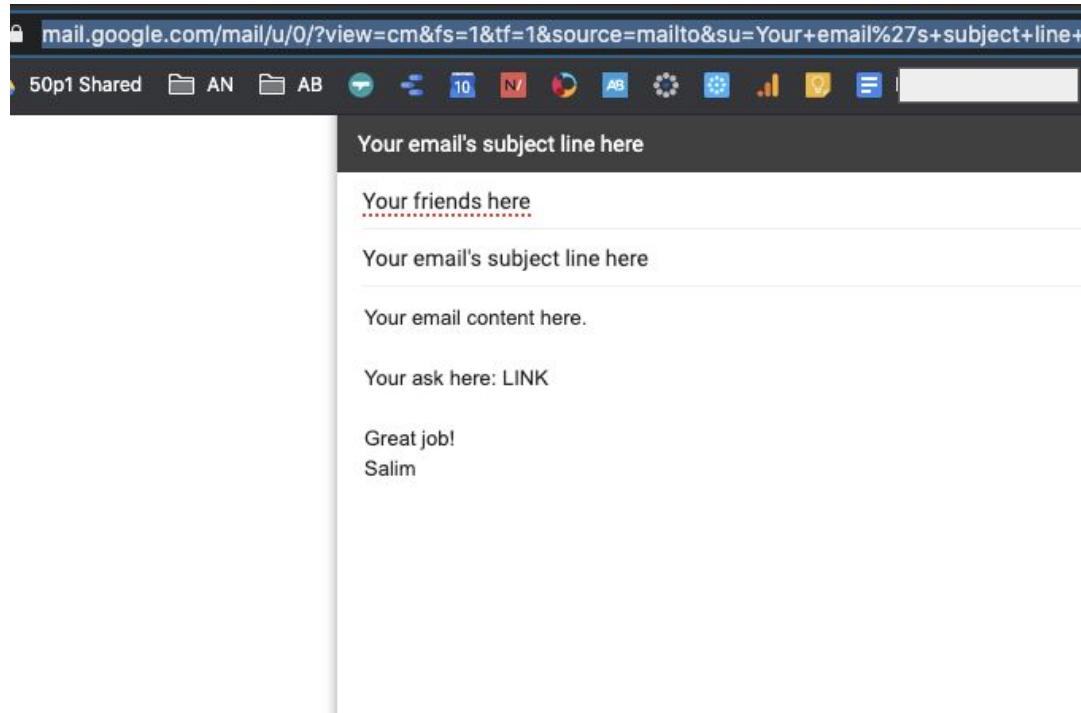
<mailto:link.me>

The code looks like:

```
mailto:Your friends  
here?subject=Your%20email's%20subj  
ect%20line%20here&body=Your%20e  
mail%20content%20here.%0D%0A%0D  
%0AYour%20ask%20here%3A%20LINK%  
0D%0A%0D%0AGreat%20job!%0D%0AS  
alim
```

The screenshot shows the TinyURL homepage with a dark blue header. The header text reads "TinyURL" in a large, white, sans-serif font, followed by "Making over a billion long URLs usable! Serving billions of redirects per month." Below the header is a navigation menu with links: Home, Example, Make Toolbar Button, Redirection, Preview Feature^{cool!}, Link to Us!, Terms of use, Articles, and Contact Us!. The main content area has a dark blue background with the text "Welcome to TinyURL!™". It includes a message about the benefits of using TinyURL for email URLs. Below this is a form with a light gray background. The form has a label "Enter a long URL to make tiny:" followed by a text input field containing the long URL from the previous code block. To the right of the input field is a "Make TinyURL!" button. Below the input field is a "Custom alias (optional):" label and a text input field containing "https://tinyurl.com/fngsalim". A note below the alias field says "May contain letters, numbers, and dashes." At the bottom of the content area, the text "An example" is displayed in a bold, black font.

<https://tinyurl.com/fngsalim>



LINK IN BIO
LINK IN BIO
LINK IN BIO
LINK IN BIO

Instagram Tools



@guardian



Being child-free by choice – a photo essay



Becky and Ellie Downie say abuse in GB gymnastics 'completely normalised'



Warning of serious brain disorders in people with mild coronavirus symptoms



"I don't know who I am when I'm alone" – podcast

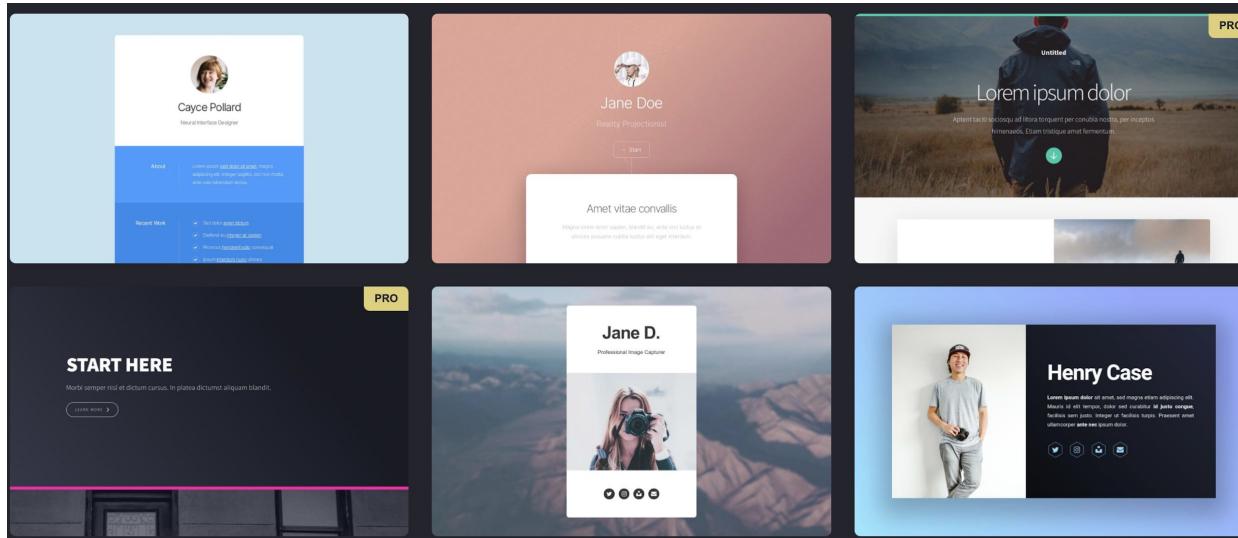


Scottish villagers plan to buy out landowners for eco moorland project



Hundreds of elephants dead in mysterious mass die-off

Instagram Tools: Carrd



Ways You Can Help

When You're Done: Educate Yourself. This Doesn't Go Away Once The Topic Isn't, "Trending."

[Map Of Protests](#)

[SIGN PETITIONS](#)

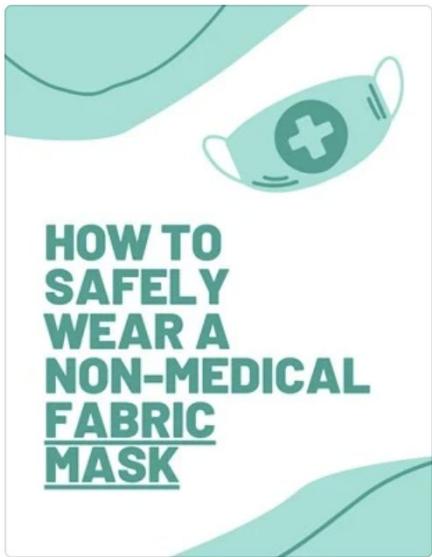
[TEXT OR CALL](#)

[DONATE](#)

[VOTE](#)

[MORE RESOURCES](#)

Flyers



Home File Resize All changes saved FNG_digital_webinar Try Canva Pro Share Download

Templates

Uploads

Photos

Elements

Text

Music

Videos

Bkground

Folders

Search icons and shapes

Recently used

See all

Featured

See all

Grids

See all

Shapes

See all

Frames

See all

Animate

VIRTUAL WEBINAR:

How to use digital tools to advocate for kids on a shoe-string budget

REGISTER NOW

Tuesday, July 14
12pm - 1pm

+ Add a new page

46%

?

Unsplash

Kids

Baby Family Toys Children Kids Playing School Education Parents Mother



Human People Images & Pictures

People Images & Pictures



Human People Images & Pictures Road



Human People Images & Pictures

Funny Images & Pictures



Human People Images & Pictures



Text Domino Game



HN Kirk Wallenborn School Crayon

pixabay

pixabay Images Explore Log in Join Upload

Popular Images capitol

Images capitol building

Sponsored Images iStock LIMITED DEAL: 15% off with [PIXABAY15](#) coupon



520 Free images of Capitol

Related Images: Washington Dc Government Architecture Congress Building Usa Landmark Washington America Capitol



- Socialmediaexaminer.com
- canva.com/learn/a-step-by-step-guide-to-designing-from-scratch
- Actionnetwork.org
- [socialtriggers.com/list-build-ing](http://socialtriggers.com/list-building)
- facebook.com/ads/library
- mailtolink.me
- Tinyurl.com
- salim@50p1.com
- Thedigitalplan.com
- carrd.co
- linktr.ee

Questions?

