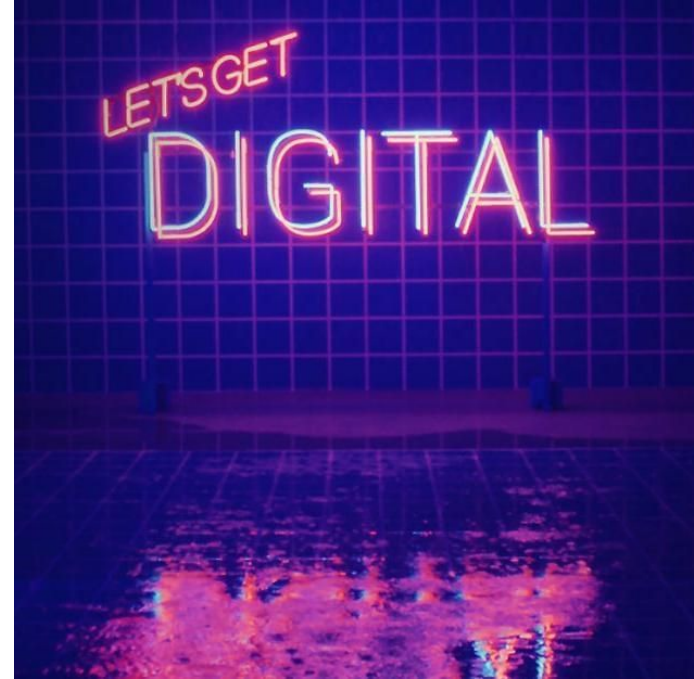


Digital tools & strategies to advocate for kids in the age of COVID-19

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

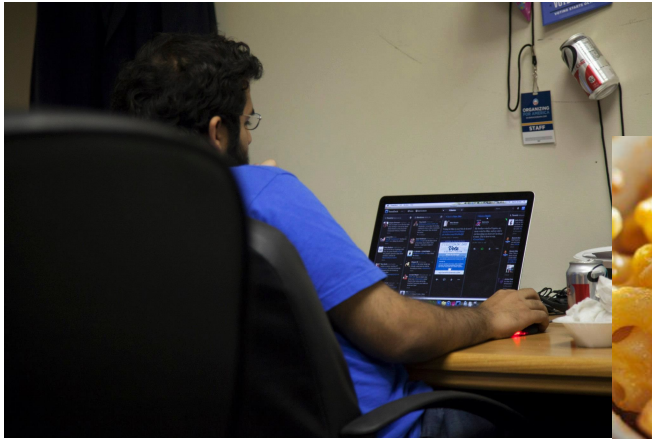


- Introductions
- Digital capacity considerations
- ActionNetwork
- Cost effective digital advertising through Google & Facebook
- One click email tools & Tiny URL
- Instagram Tools
- Canva
- Free photography resources like unsplash.com
- Additional resources and communities to help you navigate the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

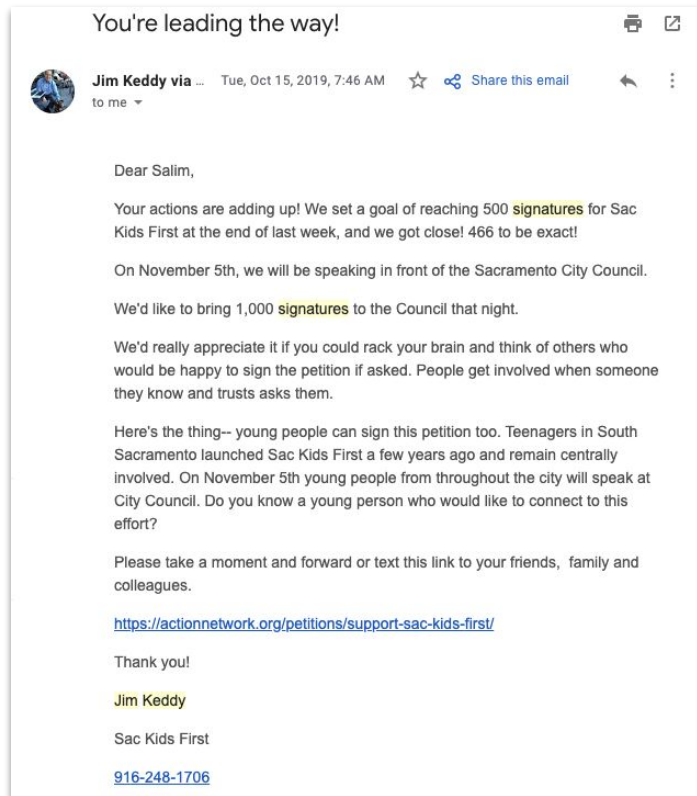


CONTENT



DISTRIBUTION

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



- **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!

M4BL

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

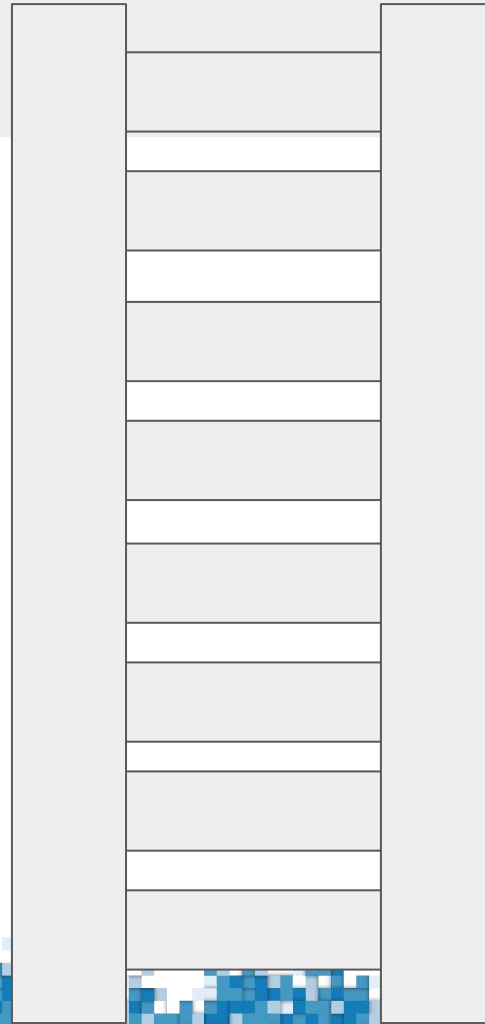
GRASSROOTS	MOVEMENT	NETWORK	ENTERPRISE
ALWAYS	\$1/THOUSAND emails sent/month STARTING AT	\$2/THOUSAND emails sent/month STARTING AT	
FREE	\$10 /month	\$100 /month	CUSTOM
GET STARTED	SIGN UP	SIGN UP	EMAIL US
<i>Grassroots activists who are just getting started with no email list</i>	<i>Small to midsize organizations who need unique branding</i>	<i>The best solution for complex, federated organizations</i>	<i>Custom solutions for our movement's largest organizations</i>
EMAIL	EMAIL	EMAIL	EMAIL
✓ Less than 10,000 emails/month	✓ 10,000 - 1,000,000 emails/month	✓ 50,000 - 1,000,000 emails/month	✓ More than 1,000,000 emails/month
✓ Mass emailer with A/B testing	✓ Mass emailer with A/B testing	✓ Mass emailer with A/B testing	✓ Mass emailer with A/B testing
✗ Upload lists	✓ Upload lists	✓ Upload lists	✓ Upload lists
✗ Custom wrappers	✓ Custom wrappers	✓ Custom wrappers	✓ Custom wrappers
✗ Automated ladders	✓ Automated ladders	✓ Automated ladders	✓ Automated ladders
ACTIONS	ACTIONS	ACTIONS	ACTIONS

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

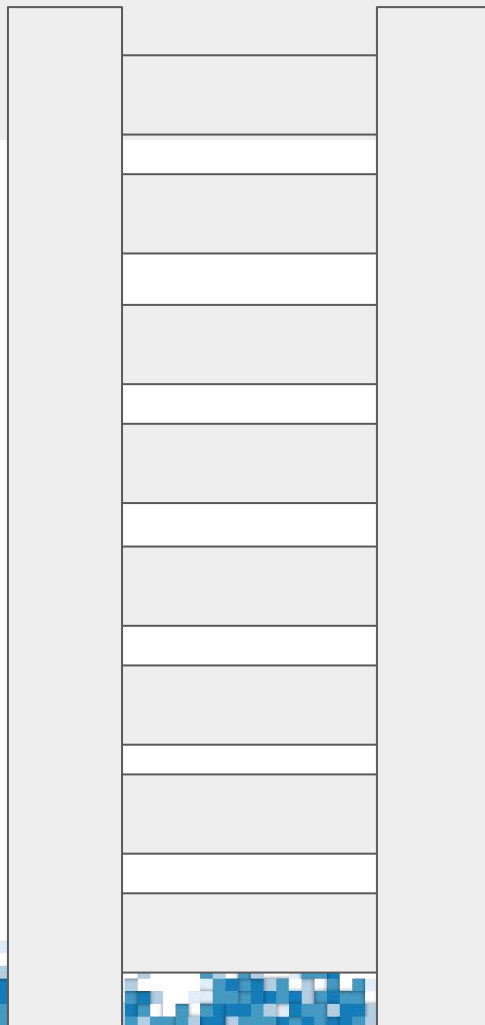
A: Through a ladder of engagement

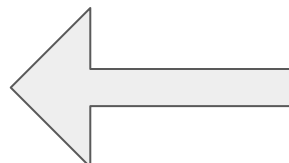


Observer

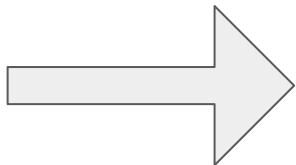


Observer 

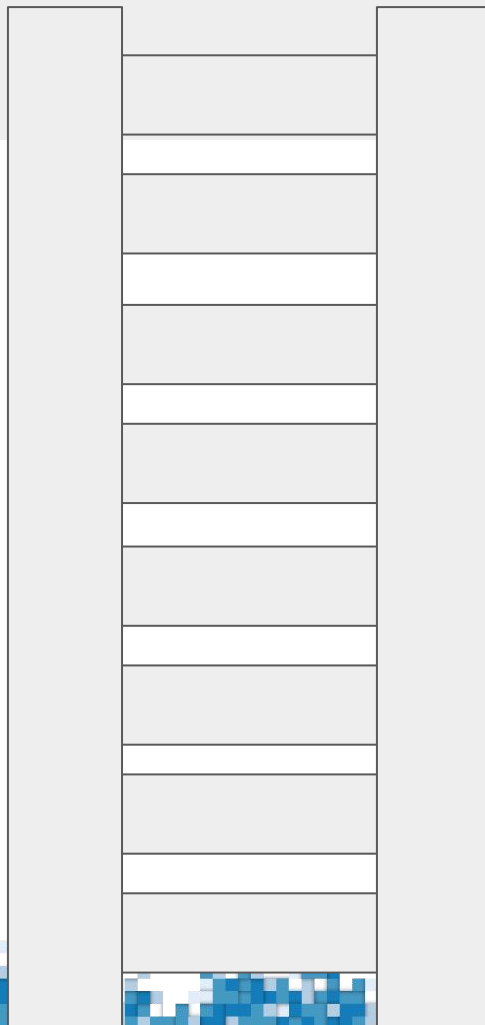


 Lightly
engaged,
completes
simple
asks

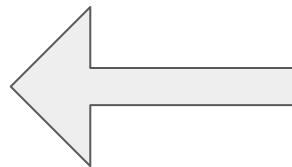
1st time
donor



Observer

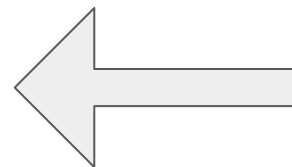
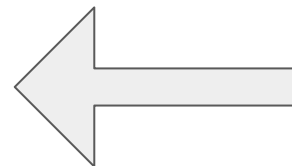
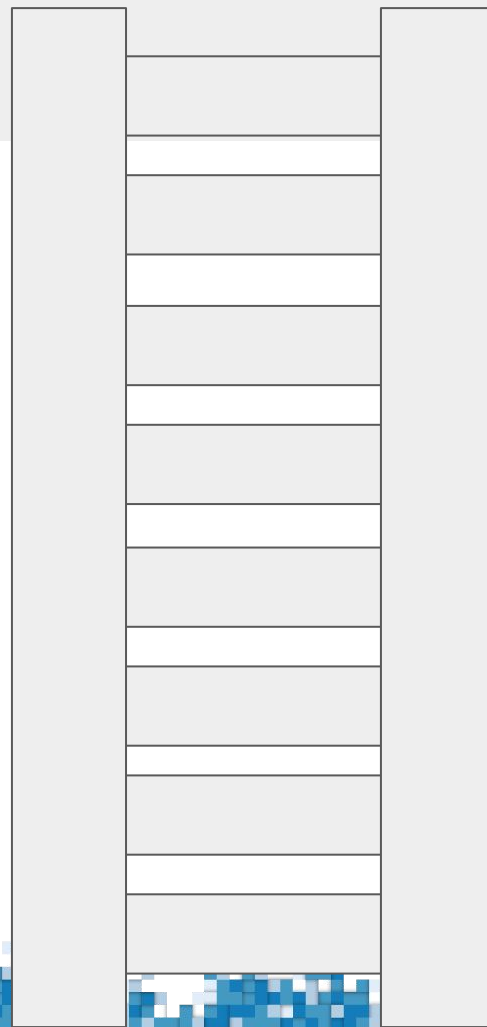
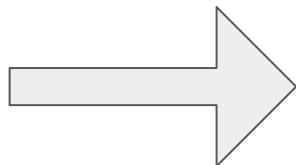


Lightly
engaged,
completes
simple
asks



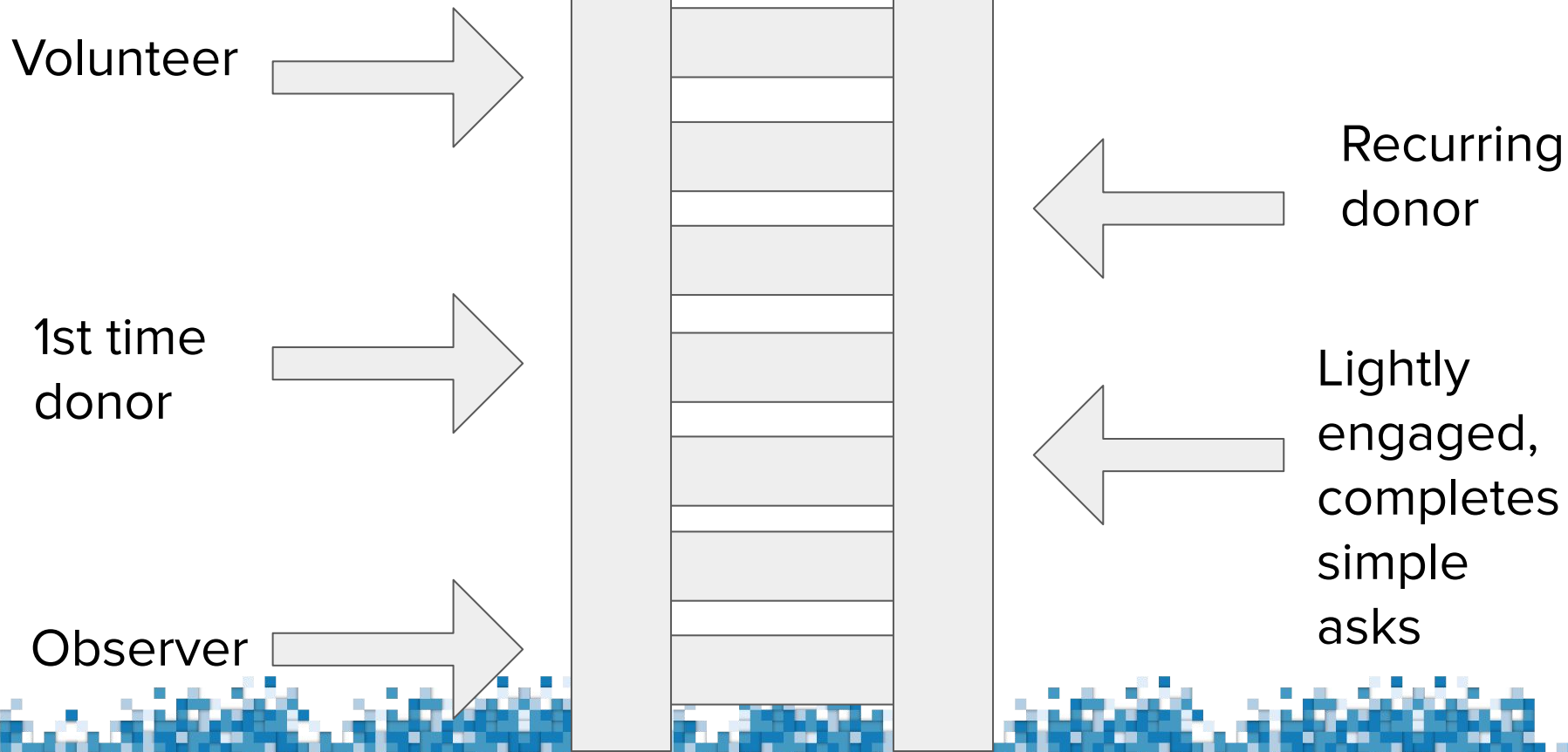
1st time
donor

Observer



Recurring
donor

Lightly
engaged,
completes
simple
asks



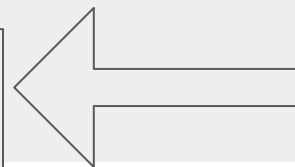
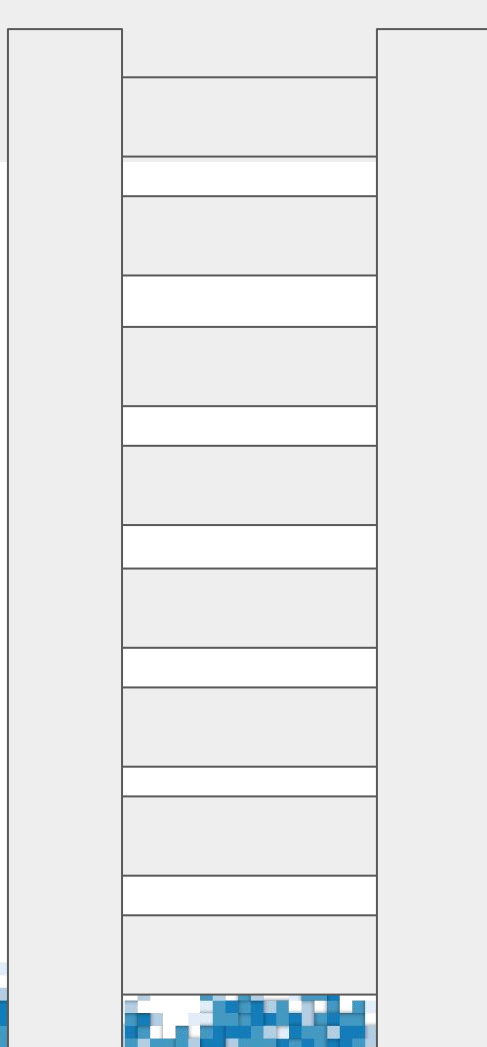
Volunteer



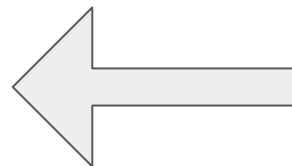
1st time
donor



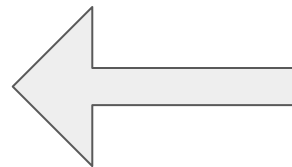
Observer



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

[We'll never share or sell your info](#)

Our children are California's future.
Invest in their dreams.

Join a statewide movement to ensure *every community* has dedicated resources to care for its children and youth.

NextGenerationFunding.org

FUNDING THE
NEXT GENERATION

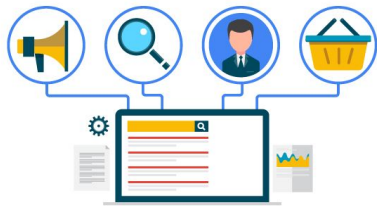
- **Ask people to join you via:**
- Social media
- Through email
- Text
- And...

Google & Facebook Ads

 Google AdWords

Vs.

 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

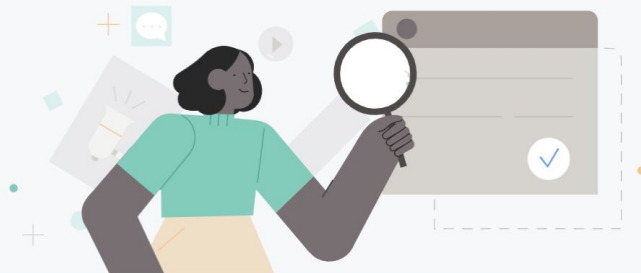
FACEBOOK

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.



CHILDRENSDEFENSE.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.



CHILDRENSDEFENSE.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.



CHILDRENSDEFENSE.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

<p>Paid for by CAMPAIGN FOR TOBACCO-FR... 12/13/19 - 12/16/19 (4 days)</p> <p>👁 ≤ 10k 📄 ≤ \$100</p>	<p>Paid for by CAMPAIGN FOR TOBACCO-FR... 12/12/19 - 12/20/19 (9 days)</p> <p>👁 10k-100k 📄 \$100-\$1k</p>	<p>Paid for by CAMPAIGN FOR TOBACCO-FR... 12/12/19 - 12/20/19 (9 days)</p> <p>👁 10k-100k 📄 \$100-\$1k</p>	<p>Paid for by CAMPAIGN FOR TOBACCO-FR... 12/12/19 - 12/20/19 (9 days)</p> <p>👁 10k-100k 📄 \$100-\$1k</p>

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.

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](#) 🔗



● ● ● mailtolink.me

To: Your friends here Cc: Bcc:

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

mailtolink.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

TinyURL

Making over a billion long URLs usable! Serving billions of redirects per month.

[Home](#)[Example](#)[Make Toolbar
Button](#)[Redirection](#)[Preview Feature^{cool!}](#)[Link to Us!](#)[Terms of use](#)[Articles](#)[Contact Us!](#)

Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing the recipient and paste it back together? Then you've come to the right place. By entering in a URL in the box below, we will create a tiny URL that **will not break in email postings** and **never expires**.

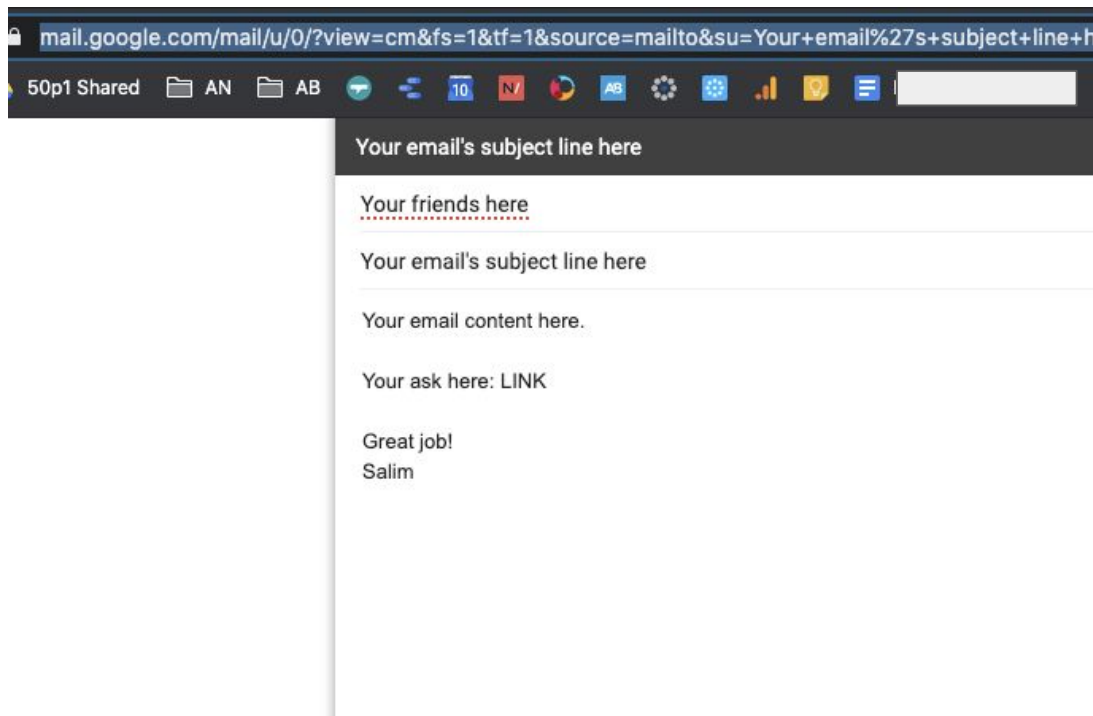
Enter a long URL to make tiny:

Custom alias (optional):

May contain letters, numbers, and dashes.

An example

<https://tinyurl.com/fngsalim>



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



@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



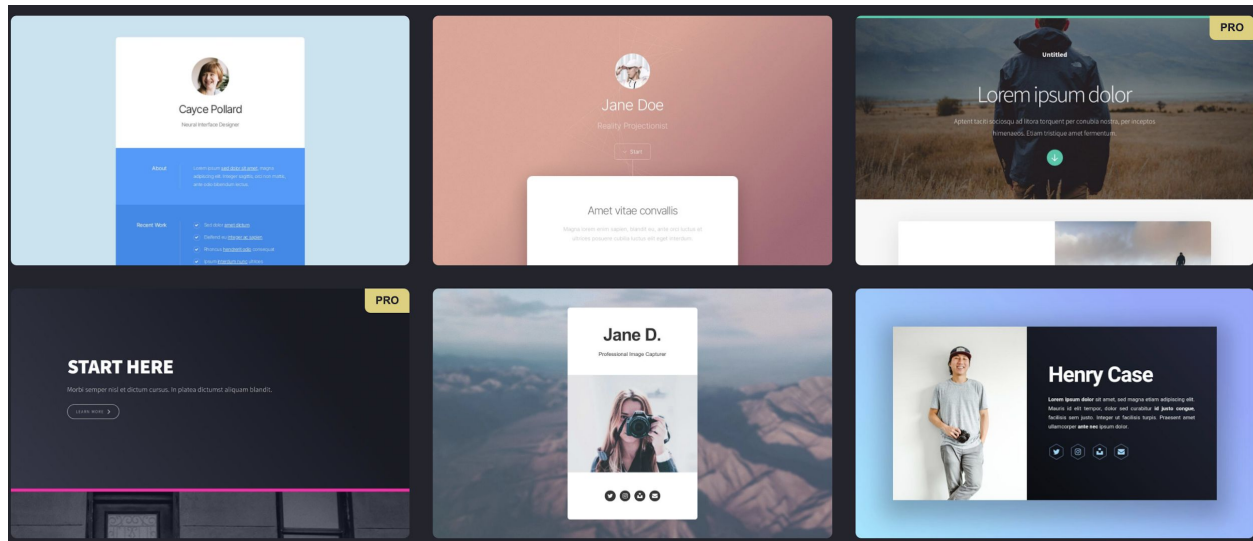
Scottish villagers plan to buy out landowners for eco moorland project



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](#)

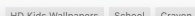
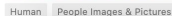
Flyers





Kids

Mother



pixabay

Upload

capitol building

Popular ▾

Images · capitol building

☐ SafeSearch

1 / 1

Sponsored Images iStock **LIMITED DEAL: 15% off with PIXABAY15 coupon**



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

Questions?

