



BUILDING MOMENTUM

Activating your supporters



INTRODUCTION

ACTIVATING SUPPORTERS FOR YOUR NEXT ELECTION

The perennial challenge for political parties, candidates and advocacy groups alike is in trying to get supporters to actively engage with your message or cause. The key to winning the hearts and minds of the public firstly lies in an organization's ability to motivate and mobilize core supporters. The activists are out there but the stumbling block that remains is how exactly to incentivise your supporters to go from digital defender/virtual voter to real life campaigning champions.

The aim of this guide is to give you actionable steps to activate your network and here, we take you through key learnings from activists around the world who have been successful in this.

WHO ARE YOUR SUPPORTERS REALLY?

01

Who are your supporters really?

- **Who** are your current supporters based on **existing records**?
- **Who** can be identified as **potential supporters** by your grassroots teams?
- **Who** has been sufficiently engaged with you on **digital platforms** that they could be considered supporters?

Action tip: When you have identified supporters, can you segment them into specific supporter personas?

Write up these personas and give them a fictional name. Check out this [persona template](#) to get you started.



CONNECTING WITH YOUR SUPPORTERS

02

- **What** are your **primary means** of communicating with supporters?
- Have you connected with supporters on your **social channels**?
- Have you signed them up to a regular **newsletter**?
- Are they connected into your **volunteer or field teams**? Do your leaders have a way of directly connecting either through regular meetings or internal communication?

Action tip: Open multiple lines of communication including social and [real-world](#). Set up a campaign to encourage supporters to connect with you on each of these channels.

DO YOU KNOW WHAT MOTIVATES THEM?

03

- Do you know **why** supporters **are interested** in what you are doing?
- Is their **motivation** to act the same as your reason for being?
- Can you **develop supporter personas** to workshop the variety of motivations that might be leveraged?
- **How are you communicating your message** to motivate individuals?

Action tip: Ask your supporters what motivates them? Build a **spreadsheet** with messaging for each supporter persona that speaks to their values.



04

MATCH YOUR PROJECTS TO YOUR SUPPORTER'S INTERESTS

- **The work you have done** profiling supporters, building supporter personas, and understanding different motivations **will now come into play.**
- Think about **what projects might be of interest** to your various personas and match projects to persona groups and motivations.
- You might want to **send one group out on a party rally**, another into the community to gather feedback through surveys, other groups might want to organize a community event, others might be more interested in direct lobbying and email through [multichannel campaigning](#).

Action tip: Set up a **calendar of events** that cover a range of different projects that supporters might activate on. Promote each project separately trying to target where that specific persona is online with the correct motivational messaging.

CASE STUDY



SARAH HAMILTON FOR WARD 5, EDMONTON, CANADA

Sarah Hamilton running for City Council grew her team from 8 to 40 over the course of four months using Ecanvasser. She put this down to the ease of onboarding new volunteers into the campaign team.

First-time technology users [found the software very user friendly](#) and a seamless onboarding process allowed for quick mobilisation. It also introduced a sense of excitement for first time campaigners and it was this blend that worked really well. Ecanvasser changed the way the Hamilton team viewed data and their voters.

By delegating to local teams, it allowed the campaign team to put in solid groundwork. They knocked on over 13,000 doors from a database of nearly 40,000 constituents. Hamilton received 6,156 votes while her nearest rival received just 3,626 in a total field of nine candidates.

MAKE
ONBOARDING
NEW ACTIVISTS
A GREAT
EXPERIENCE

05

- Onboarding means the **process of moving** from casual supporter to active grassroots member.
- **Reducing friction** in this process is critical and you should have the target of getting someone onboarded with **one click** on a digital channel.
- Use a [pyramid or ladder of engagement model](#) to start with a low barrier ask and move supporters up to bigger asks through a mix of digital campaign tools and traditional organizing.
- It is not sufficient to develop your **1-click onboarding system** and then simply leave the activist to find their own way.

Action tip: Develop an **onboarding plan** that incorporates a **welcome pack** (physical or digital), a set of milestones that structure the first weeks of engagement, and a clear line of command/support for that new recruit.

GET SOCIAL
PROOF

06

- The [social proof](#) from sources other than the original organization have ensured success for many people-powered community campaigns and other populist movements that have found a voice.
- Traditional media can present your case very clearly if it is newsworthy and social media can **amplify** both the **message** and the **activism**.
- Supporters will be more likely to activate with you if they are hearing from a **range of credible sources** that your cause is valid.

Action tip: Build a **plan around PR** on **traditional** and **social media**. Media mentions should indicate how supporters can get involved if possible, invite your supporters to [submit their own letters to local papers](#). Community generated content is one of the most effective ways to shape the media narrative on your issue.



MAKE IT FUN

07

- Number one on the wishlist of all political parties and activist groups when it comes to supporter engagement is to **make it more fun**.
- **Gamification** (on digital tools) paired with [effective use of engagement principles](#), incentivises supporters to continue to outreach & gives the ability to see **concrete evidence** of how they as individuals are helping the cause.
- Gamification allows supporters **share the work they are doing** with their wider network through social media and therefore reach is massively increased.

Action tip: Map out the **core activities** that activists do such as event management, on-street canvassing, email marketing. Now figure out a way to reward activists for each of those activities, while they are doing them.

DELEGATE RESPONSIBILITY

08

- Know when to delegate authority through your connected organizational infrastructure
- Ensure permission level access is appropriate for activists to feel empowered to act without compromising the integrity of the organization as a whole.
- Create an organizational culture where effort is rewarded with movement up through the organization.

Action tip: Use software systems that connect your entire organization together and allow for individual chapters to operate independently.

POST SCRIPT ON DATA PROTECTION

- Have you [gained consent](#) from supporters to communicate with them?
- In Europe, [e-signature consent](#) must be captured when talking to supporters face-to-face.
- Online opt-in to communications through **newsletter signup, lead generation** or **membership offer**



NEW / MODE
+
 ecanvasser