



A VIRTUAL CAMPAIGN GUIDE

Worried the quarantine is going to have an effect on your campaign? This guide makes it easy to run things virtually online.

by HigherGroundLabs and Techyourself

**COVERED IN GUIDE:
VIRTUAL TEAMS
TEAM COMMUNICATIONS
DOOR-KNOCKING
SOCIAL MEDIA
RALLIES
CALLING
FUNDRAISERS**

**TECH
YOURSELF**

**TEAMS CAN'T MEET
CANDIDATES CAN'T GO OUT
DOOR-KNOCKING IS DEAD
RALLIES ARE NOT ALLOWED
FUNDRAISERS REQUIRE PEOPLE
EVERYONE'S IN FINANCIAL
TROUBLE**

...

**BUT ALL IS NOT LOST. HERE'S
HOW TO CHANGE YOUR
CAMPAIGN TO BE JUST AS
EFFECTIVE (OR MORE!) AS
BEFORE.**



TEAM TOOLS



MAKE YOUR TEAM EFFECTIVE FROM HOME WITH THESE TOOLS

Zoom (for conference)

Zoom is an awesome tool for conferences and can accommodate up to 500-1000 for larger events too!

<https://www.youtube.com/watch?v=fMUxzrgZvZQ>

*Google Hangout or Skype can also work for smaller groups, and Facetime is great 1:1.

Slack (for team communications)

Slack lets you set up various channels to correspond to projects, departments or teams. Then you can virtually talk all day as if you were face to face.

<https://www.youtube.com/watch?v=-h2UW91Hn7E>

Signal (for private, encrypted IM)

Talking about private things with team members? Don't use your regular IM. Use this encrypted one.

<https://www.youtube.com/watch?v=IMEOE8bOPn4>

Divvy or WarChest (team budgeting tools)

Working from home and worried your team will go over budget if they are not talking to each other? Use these.

https://www.youtube.com/watch?v=OKh7VZjvy_4

<https://mywarchest.com/>

GSuite (for sharing documents)

Trying to get documents and files to each other, but they are too large for email?

Use the Google Drive, Google Docs and Google Sheets (like excel) tools to share among a team.

[https://www.google.com/search?](https://www.google.com/search?q=ghow+to+use+gsuite&rlz=1C5CHFA_enUS801US801&oq=ghow+to+use+gsuite&aqs=chrome..69i57j0l7.3313j0j7&sourceid=chrome&ie=UTF-8#kpvalbx=_azh5XtzRBpa7tQb-oLrIBw29)

[q=ghow+to+use+gsuite&rlz=1C5CHFA_enUS801US801&oq=ghow+to+use+gsuite&aqs=chrome..69i57j0l7.3313j0j7&sourceid=chrome&ie=UTF-8#kpvalbx=_azh5XtzRBpa7tQb-oLrIBw29](https://www.google.com/search?q=ghow+to+use+gsuite&rlz=1C5CHFA_enUS801US801&oq=ghow+to+use+gsuite&aqs=chrome..69i57j0l7.3313j0j7&sourceid=chrome&ie=UTF-8#kpvalbx=_azh5XtzRBpa7tQb-oLrIBw29)

GOOD VIRTUAL MEETINGS

GOOD VIRTUAL MEETINGS FOCUS ON THE COMMUNITY

When using Zoom or any virtual conference tool, make sure to make your call more about the community and less about the person that is delivering the message.

ALSO, Zoom is not just for meeting your team! You can host virtual town halls (their extension package allows for up to 500 or even 1000,) do donor calls, meet with smaller groups of voters, do trainings, and even hold a rally!

Ask questions online and allow people to answer. And stay tuned to the chat feature as people talk while you do. Call out members and their comments and answer live.

Videos can really spice up a call! Share your screen, and play one to switch up who is talking and how. Also, you playing a video during a call might help those who are too intimidated to watch it on their own.

We highly recommend that you also jazz up calls with easy graphics and charts. You can make these using the tools below. Simply share your screen and while you are talking, flip through slides, flyers or documents.

Use these to help you keep your meetings visual:

Canva or PicMonkey (easy drop and drag graphic sheets to make pictures, flyers, posters, graphs and more)
<https://www.youtube.com/watch?v=WL-WbHwsbs8>
<https://www.youtube.com/watch?v=UrEtytD9FBI>

Snappa or Visme (easy infographics and charts)
https://www.youtube.com/watch?v=K7T--My_6ww
<https://www.visme.co/videos/how-to-make-a-presentation/>

DOOR-KNOCKING IS DEAD. SO USE TEXTING TOOLS

Hustle

IT JUST REQUIRES SOME DATA GATHERING IN YOUR DISTRICT

Hustle (texting tool)

<https://help.hustle.com/hc/en-us/articles/360019639733-Admin-Quick-Start>

The videos will show how the tool works. Gather your virtual team and simply pre-set messages into the apps, and then you have to click send for each person on the list.

The good news? Your team can be anywhere! They do not have to be just around you. They can be states away!

The key to using these successfully is that you **HAVE** to respond when someone texts you back within 24 hours and answer their question or you will lose them.

The questions you use to ask at the door now have to be asked via texting. How do you feel about x? Who are you voting for? x or y? When people answer, have your messaging points ready to send back about your plan or candidate.

The big down side of using texting apps right now is that most districts only have mobile numbers for 30% of the constituents in their districts. Consider doing a social media campaign to capture that data you do not have. Now is the time!

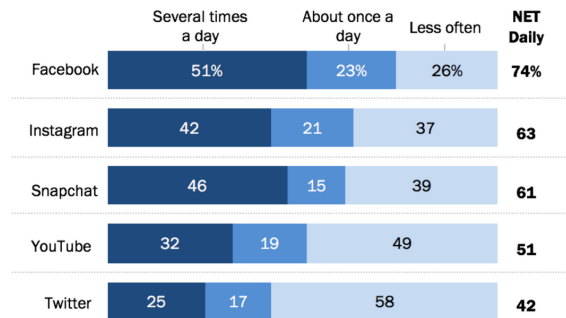
MAKE A SOCIAL SUPERTEAM

TURN SUPER CANVASSERS INTO SOCIAL SUPERINFLUENCERS

Gather your super-influencers into a team and use their connections to exponentially launch critical messaging fast in your district. Woo them onboard as fans any way you can.

Also, brush up on social media generally as well. The most popular tools are Facebook, Twitter, LinkedIn, Snapchat, Youtube, Ticktock and Instagram.

Here is a chart from Sprout Social about social media tools people use by age.



Your social team will naturally learn how to use OutVote and tools like Outreach Circle and Team App once they see them. So designate a Social Team leader, and let them go forth and conquer.

It's also never been more important that your social media be on point and copious. Use a tool like Sprout Social or Hootsuite to make sure you are posting often, answering people as they sound off, and linking between your social media tools to keep things interesting!

Everything depends on the right hashtags and audiences, so research how to use groups, tags and ask your team lots of questions. They will show you the way.

Sprout Social or Hootsuite

<https://www.youtube.com/watch?v=AMKSvHiKr48>

<https://www.youtube.com/watch?v=Bg1BcNDXBi4>

BE A SOCIAL MEDIA MAVEN



FORGET SUPER CANVASSERS. THE FUTURE DEPENDS ON YOUR SUPER INFLUENCER TEAM

Outreach Circle (relational organizing tool)

<https://www.facebook.com/watch/?v=944186315744835>

Team App by Tuesday Company (relational organizing tool)

<https://vimeo.com/247821071>

OutVote (relational organizing tool that lets you see voting records as well)

<https://vimeo.com/286701367>

We used to organize with dinners, rallies and meetings. Now, we have to lean on social media for our organizing. These tools allow just that. Called social media relational organizing tools, these tools let you ask your supporters to "open" their social networks to you. Imagine your supporters dropping their social networks in a pile, one over the other, in a pile, and then that pile overlaid over your district so that you can see who knows who.

It can be very powerful.

You can pre-set messaging in these tools, and ask your supporters to send it out. The great thing here is that the message will come from someone people know and trust, instead of cold from a candidate they do not know.

These tools allow you to see the social reach of your following, but also, who the super-influencers are in your area (who knows 10+ local people or more.) Your super-influencers are going to become very important in your campaign moving ahead, so make sure to use them.

FUNDRAISERS AND RALLIES ONLINE



FUNDRAISERS AND RALLIES DO NOT REQUIRE ANYONE TO SHOW UP IN PERSON. WITH THE RIGHT TOOLS, YOU CAN RAISE A TON VIRTUALLY ONLINE!

Twitch (run an online fundraiser)

<https://www.youtube.com/watch?v=e9RDSCYS2XU>

ActBlue (use as your plug-in for funds)

<https://support.actblue.com/donors/contributions/what-happens-to-my-money-when-i-donate/>

We talked about using Zoom for large meetings, rallies and fundraisers. But it has a meeting feel, not a party feel. To really bring the energy, Twitch is the place to go.

To run a virtual fundraiser or rally, get someone who is a good emcee personality on your team and pair them with the candidate. Then, release the information about your broadcast on Twitch to your audience, and promise fun. Booking a musician or promising a song or dance can really help you rally votes or raise funds!

Try not to make these one-sided or you will lose people. Think of them like a fundraiser combined with an auction. People want to be thanked in person for donating. So, do that! Call them out by name as they donate live. If doing a rally, make sure to call out people as they appear online to attend it. Make sure to answer questions and spread love.

For funds, you can plug in Actblue to Twitch.

<https://donorbox.org/nonprofit-blog/twitch-donate-button-online-donations/>

For rally events, just using Twitch TV is usually enough.

WITH THANKS TO:

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