



DEVELOPING MEANINGFUL CALLS-TO-ACTION



DO...

- Keep the messaging **short** and **concise**.
- Use an **active** voice.
- Include more **personal** calls-to-action (i.e. Say "Let's do this!" Not "Submit.")
- Put some **weight** on! Fancier fonts, texts, or colors will be much more attractive than sample typing.
- Include **drafts** or **suggestions** for participants to use when sending messages.
- Remember to **thank people** for their time and effort.

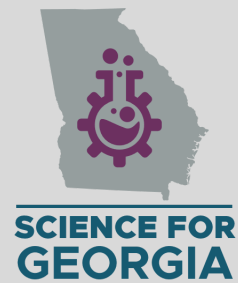
DON'T...

- Use **vague** language to explain what supporters can do for you.
- **Forget** to include calls-to-action on all deliverables and posts.
- Make everything **blend in** and end up discouraging engagement.
- **Hide** action buttons on the page due to poor formatting.
- **Forget** to include what a participant's work will do for your campaign.
- Neglect participants by not providing them with enough **opportunities** to help out.

CONTENT DEVELOPMENT

- Create **data dashboards** that illustrate statistics about concerns, policy gaps, or overall systemic failures.
- Make **downloadable infographic cards** highlighting what the problems are and calls-to-action examples to gather momentum.
- **Contact** local representatives or other elected officials both online and offline, through targeted actions.
- Develop online **petitions** to bring attention to a pressing matter that may need immediate intervention.
- Publish monthly/semi-annual **newsletters** to show what your group or organization has done so far, and what is still left to do that participants can work on.
- **Network** with other organizations to develop more distribution channels for content and information. These organizations can also help create **policy recommendations**.
- Write out **tag-lines** for initiatives that all affiliates can use to bring awareness. Always be sure to include these into all future deliverables to stay consistent.
- Post regularly on **social media** to keep in touch with participants and to share recent developments.

TIPS ON LEVEL-BUILDING



INDIVIDUAL TO INTERPERSONAL

Being able to relay personal stories about what initiated you to bring awareness to this issue can be really helpful when growing momentum.



INTERPERSONAL TO COMMUNITY

Divide! Then add five! Taking steps with supporters to divide and conquer will be a time-effective strategy. By giving supporters manageable goals to accomplish (as well as resources), there can be greater outreach to keep the grassroots efforts going.



COMMUNITY TO PUBLIC POLICY

Step out of your comfort zone and into a place where the "magic" happens. Reaching out to decision makers can be exceptionally daunting and takes effort.