



# eCampaigning Training Series

Learn the skills and knowledge for best practice e-campaigning in a few days

## Contact Duane to:

- Discuss your interest in eCampaigning training
- Explore what is the right training for you
- Discover what you could learn from training

*Helpful, independent advice with no strings attached.*

See training schedule at: <http://fairsay.com/training>

» Duane Raymond

+44 207 993 4200

[duane@fairsay.com](mailto:duane@fairsay.com)

Skype: **fairsay**



© 2008-2010 FairSay Ltd. This work is licensed under the Creative Commons Attribution-Share Alike 2.0 UK: England & Wales License. To view a copy of this licence, visit <http://creativecommons.org/licenses/by-sa/2.0/uk/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California 94105, USA.



**making campaigning count**

[fairsay.com](http://fairsay.com)

FairSay Ltd., c/o The Hub, 5 Torrens St., London EC1V 1NQ, United Kingdom. Phone: +44 (0)207 993 4200, [www.fairsay.com](http://www.fairsay.com)  
FairSay is a Limited company registered in England and Wales. Reg. No. 5244802

## Contents

<b>1</b>	<b>Training Series Summary.....</b>	<b>3</b>
1.1	Who is it for?.....	3
1.2	The training options .....	3
1.3	How we organise trainings.....	3
1.4	What we've done for others .....	4
1.5	Training Experience.....	4
1.6	How managers benefit from the training .....	4
1.7	How fundraisers benefit from the training .....	4
	<b>eCampaigning Overview Courses .....</b>	<b>5</b>
1.8	Overview Course Options.....	5
<b>2</b>	<b>eCampaigning Essentials Course .....</b>	<b>7</b>
2.1	Training Scheduling .....	7
2.2	Day 1: The eCampaigning Landscape.....	7
2.3	Day 2: Strategic Analysis and Reporting .....	8
2.4	Day 3: The Email-to-Action Cycle.....	8
2.5	Day 4: Recruiting and Mobilising Supporters.....	8
2.6	Day 5: eCampaigning Strategy and Planning .....	8
2.7	Day 6: Best Practice Case Studies.....	9
<b>3</b>	<b>Advanced eCampaigning Courses.....</b>	<b>10</b>
3.1	Advanced Course Options.....	10
<b>4</b>	<b>eCampaigning Expert Exchanges .....</b>	<b>12</b>
4.1	Expert Exchange Options .....	12

## About FairSay

FairSay provides advice and support on campaigning and how to use interactive media to contribute to achieving the campaigning objectives. FairSay works from an evidence-based approach to ensure that campaigns focus on what works and/or how to determine what works. FairSay's most popular services include developing an e-campaigning strategy, undertaking an e-campaigning review, running e-campaigning training and providing hands-on support. FairSay also organises the annual eCampaigning Forum event. For more information see [fairsay.com](http://fairsay.com)

## About Duane Raymond

Duane founded FairSay in 2004 to help campaigners and campaigning supporters get a fair say in shaping their world. He worked as Oxfam GB's pioneering eCampaigning Manager from 2001-2004 where he helped Oxfam GB and Oxfam internationally achieve a massive increase in the number of campaigning supporters online. He has worked on national campaigns, global campaigns and coalition campaigns including some of the most successful campaigns in the last decade. To contact Duane, email [duane@fairsay.com](mailto:duane@fairsay.com)

## Shortcut years of on-the-job learning and prevent costly mistakes

### Training helps to:

- Learn best practices
- Gain years of expertise in days
- Accelerate on-the-job learning
- Develop staff into e-campaigners
- Reduce cost and effort of recruiting hard-to-find e-campaigners
- Avoid proven pitfalls

### General structure:

- One 1-day course a week
- Homework before course
- Use your own tools / data
- 35% presentation
- 50% hands-on
- 15% participant sharing

### Training clients:

- Oxfam GB
- Greenpeace International
- Make Your Mark

## 1 Training Series Summary

We provide **in-house or open-course training on e-campaigning** and how it integrates with other campaigning activities. You can choose from one of the existing courses or, for in-house, have a training package adapted to your needs.

Since e-campaigning practitioners are in short supply and learning on-the-job can take years of trial-and-error, good training pays off very quickly.

FairSay's training series is designed to give you the training you need at the level you need it. From **beginners to managers, leading-edge practitioners, fundraisers and campaigners**, we can help you learn and improve.

### 1.1 Who is it for?

The e-campaigning training series has courses suitable to any NGO employee who has, or should have, a key role in the success of e-campaigning. This includes:

- Beginner and experienced eCampaigning practitioners
- Senior managers, directors and trustees
- Campaigning managers and campaigners
- New Media managers and producers
- Fundraising managers and fundraisers

### 1.2 The training options

FairSay organises four levels of e-campaigning trainings:

- Overviews: understand the key issues and the big picture
- Essential: the core best practices for being effective
- Advanced: specialist in specific practices
- Expert exchanges: experts learning from each other

### 1.3 How we organise trainings

The trainings are designed to ensure participants retain as much of the skills and knowledge as possible. This is achieved by:

- Interspersing principles with hands-on practice
- Practising on your own real e-campaigns
- Practising on the e-campaigning tools you normally use
- Having time to apply the skills between one-day trainings
- Providing post-training access to the trainer and practitioner community

In-house trainings are adapted to each organisation's needs and arranged at an agreed time, place and schedule. Open-courses are scheduled on demand.

### **1.4 What we've done for others**

- Senior Manager Workshops
- Multi-day training on e-campaigning
- One-day intensive e-campaigning training

### **1.5 Training Experience**

FairSay's founder, Duane Raymond, has been organising and running trainings for over 19 years for local, national and international participants. With this e-campaigning training series, Duane is combining his training experience with his e-campaigning expertise to create the best possible learning ground for e-campaigning.

Duane will train on many of the courses, He will also arrange for specialists to train or tutor whole or parts of courses as appropriate to provide other insights and expertise.

### **1.6 How managers benefit from the training**

Senior managers are in leadership positions to determine the success or failure of campaigning via interactive media. The eCampaigning Overview training for senior managers specifically addresses the issues senior managers need to face to ensure their e-campaigning is a significant contributor to achieving their campaigning and organizational objectives and priorities.

The course helps senior managers develop the knowledge to:

- Confidently talk with practitioners about eCampaigning
- Develop a vision for eCampaigning
- Develop strategies with achievable objectives and goals
- Ensure the staff have the right skills and knowledge
- Ensure sufficient budget to achieve the objectives and goals
- Get the best out of staff by focusing on what is important
- Follow what sector leaders are doing

### **1.7 How fundraisers benefit from the training**

Fundraisers and fundraising managers can get tremendous help achieving their goals by helping to achieve e-campaigning excellence. The eCampaigning Overview training for fundraisers specifically addresses the issues fundraisers need to face to enable e-campaigning to support fundraising.

The course helps fundraisers develop the knowledge to:

- Understand eCampaigning best practices
- When and how to convert online campaigning supporters
- Investment required and the return

## Learn what matters and how to sort the facts from the hype.

### Provides insight into:

- What e-campaigning is / can be
- What eCampaigning can achieve
- How it fits together
- How to plan for it
- What is essential and important
- Quick wins and pitfalls
- What others are doing

**Cost guide:** £400/person (+ expenses + UK VAT if applicable)

**Training days:** 1

## eCampaigning Overview Courses

If e-campaigning is starting to be something you oversee, deliver or need to work with then these courses are a great way to get an overview. These courses can help you:

- Plan or get more out of existing e-campaigning as a manager
- Plan your first e-campaigning as a practitioner
- Work more effectively with others to deliver e-campaigning as a campaigner or fund-raiser.

eCampaigning is no longer a mystery, but it is still an emerging field. The media gives a distorted view of e-campaigning because journalists are paid to cover new stories, not repeatable successes.

### 1.8 Overview Course Options

Overview courses are run with peers with similar roles and responsibilities so the day can be catered to your specific needs. We've thus designed a few types of overview courses.

#### 1.8.1 eCampaigning for Senior Managers

If eCampaigning is one of the many activities that falls under your leadership as a director, senior manager or trustee then this course is for you. You will learn:

- eCampaigning in a nutshell
- What eCampaigning can (and cannot) achieve
- Developing a vision for eCampaigning
- What is essential and important
- Sector leaders: who, why and what are they achieving
- Planning: strategy, timing, expertise and budgets
- Managing: ensuring e-campaigning excellence
- Discussion fellow senior managers and the trainer

#### 1.8.2 eCampaigning for New eCampaigners

If you have recently been assigned responsibility for e-campaigning, then this course is for you. You will learn:

- eCampaigning in a nutshell
- What is essential and important
- Quick wins and pitfalls
- Sector leaders: who, why and what are they doing
- Next steps when returning to the office
- Discussion with fellow course participants

**Course structure:**

- A 1-day course
- Homework before course
- 70% presentation
- 15% hands-on
- 15% questions / sharing

**1.8.3 eCampaigning for Campaigners**

If you are a professional campaigner, need to understand e-campaigning for your campaigns and need to work with new media and/or supporter communications teams to have them implement e-campaigning, then this course is for you. You will learn:

- eCampaigning in a nutshell
- What eCampaigning can achieve for your campaign
- What is essential and important
- Impact: what and how
- Planning: strategy, timing, effort, budgets

**1.8.4 eCampaigning for Fundraisers**

If you are a professional fundraiser and need to understand how e-campaigning works and can benefit your work, then this course is for you. You will learn:

- eCampaigning in a nutshell
- What eCampaigning can achieve in donations
- What is essential and important
- Fundraising from e-campaigning supporters
- Planning: strategy, timing, effort, budgets

**1.8.5 Suggest another group course**

Other group courses can be organised (e.g. for press officers, IT staff, web editors) if there is sufficient demand.

**Contact Duane to:**

- Discuss your interest in an overview course » Duane Raymond
- Explore what is the right training for you +44 207 993 4200
- Discover what you could learn from training [duane@fairsay.com](mailto:duane@fairsay.com)

*Helpful, independent advice with no strings attached.*

Skype: **fairsay**

See training schedule at: <http://fairsay.com/training>

## Get a head start in eCampaigning best practices

### Provides you with:

- Overview of e-campaigning strategies
- Overview of e-campaigning tactics
- Knowledge of essential best practices
- Skills to implement essential practices

## 2 eCampaigning Essentials Course

This course focuses on providing a full insight into e-campaigning potential, principles, best practices and how they all fit together. No other course will provide this range and thus it makes an excellent starting point for planning, initiating and managing e-campaigning.

Participants who complete this course will have short-cut years of on-the-job learning, be able to bypass the costly pitfalls and identify potential new ones. They will be able to plan, launch and/or manage e-campaigning of the same quality as organisations who have been e-campaigning for years.

Over the six days of this course, participants will learn:

- An overview of e-campaigning strategies and tactics
- How e-campaigning has a campaigning impact
- Tracking, analysing and reporting
- Best practices for recruitment and retention
- Best practices for engagement and mobilisation
- Best practices for using email for campaigning
- Best practices for using the web for campaigning
- Integrated campaigning
- eCampaigning Planning
- Emerging practices: social networks and social media
- Other topics as agreed by the participants

### 2.1 Training Scheduling

The course is normally run with one module per week to enable participants to apply what they learn in between modules. However it can also be run as a five day intensive course. Modules are intended build on each other, but you may select specific courses to attend.

### 2.2 Day 1: The eCampaigning Landscape

On this day you will learn the full scope of what can be done with e-campaigning, how it contributes to campaigning objectives, what the key elements are and how they fit together.

- Overview of e-campaigning strategies and tactics
- How e-campaigning has a campaigning impact
- The role of email and the web in e-campaigning
- Introduction to split-testing, analysis and reporting
- Summary of supporter recruitment and mobilisation
- Introduction to integrated campaigning
- Essential eCampaigning tools
- Participant questions and interests

**Cost guide:** £400/day per person (+ expenses + UK VAT if applicable)

**Training days:** 6 (you can opt-out of some)



### **2.3 Day 2: Strategic Analysis and Reporting**

Since analysis and reporting are essential through all aspects of e-campaigning, this day focuses on the skills and knowledge for analysing, benchmarking and reporting results to campaigners, senior managers and other stakeholders.

- Why and how analysis and reporting is critical to effective eCampaigning
- Getting the right data: email & web tracking plus split-testing
- How to analyse and report results
- Best practices benchmarking

### **2.4 Day 3: The Email-to-Action Cycle**

The email-to-action cycle is fundamental to most e-campaigning. This day will develop the skills and knowledge to design and deliver this for maximum effect.

- Understanding the supporter's experience
- Email-to-action cycle best practices
- Campaigning email best practices
- Campaigning actions online best practices

### **2.5 Day 4: Recruiting and Mobilising Supporters**

For most campaigning, recruiting and mobilising supporters is why e-campaigning is used. This day will build the skills and knowledge for recruiting and mobilising in the most effect way and avoiding costly pitfalls.

- Recruiting campaigning supporters: how and where
- Mobilising campaigning supporters
- Retaining and developing campaigning supporters
- Using social networks, social media, mobiles and virals

### **2.6 Day 5: eCampaigning Strategy and Planning**

eCampaigning is much more effective when it is well planned and part of a larger campaign. This day develops the knowledge for how to plan and integrate e-campaigning.

- Synchronising offline media coverage with e-campaigning
- Coordinating online to on-the-ground campaigning
- Face-to-face advocacy and e-campaigning
- Planning e-campaigning with other campaigning

---

#### **Course structure:**

- One 1-day course a week
  - Homework before course
  - Use your own tools / data
  - 35% presentation
  - 50% hands-on
  - 15% questions / sharing
-



## 2.7 Day 6: Best Practice Case Studies

Once you have the essential e-campaigning skills and knowledge, it helps to ground them in how various sector leaders have applied them and what they achieved.

Four case studies will be featured. These will be determined with the participants and an attempt will be made for the practitioners from the featured campaigns / organisations to be present to share the inside story.

### Contact Duane to:

- Discuss your interest in the essentials course
- Explore what is the right training for you
- Discover what you could learn from training

» Duane Raymond

+44 207 993 4200

[duane@fairsay.com](mailto:duane@fairsay.com)

*Helpful, independent advice with no strings attached.*

Skype: **fairsay**

See training schedule at: <http://fairsay.com/training>

## Fine-tune the skills and knowledge to get the most from your efforts

### Provides you with:

- Advanced best practices
- Knowledge to master topic
- Skills to master topic
- Understanding of the return
- Network of fellow specialists

**Cost guide:** £400/day per person (+ expenses + UK VAT if applicable)

**Training days:** 2-4

## 3 Advanced eCampaigning Courses

For those experienced in the e-campaigning essentials, advanced courses help you to master specific e-campaigning skills and knowledge. Specialists supporting e-campaigning can also use them to improve their ability to help deliver best practice e-campaigning.

Participating in advanced courses requires that the prerequisites are met and that each participant understands the e-campaigning landscape. Courses are organised on demand and are confirmed once the minimum group size (five) is reached. Participants are expected to input the course in the weeks before it occurs to ensure it meets their needs.

### 3.1 Advanced Course Options

Advanced courses can be on any e-campaigning topic as long as minimum five participants can be found. Suggestions for courses based on our experience of the challenges and gaps are below. You are also encouraged to suggest other topics.

#### 3.1.1 Hot Topics

These courses address the issues people in the campaigning community are most interested in.

- Blogging, bloggers and blogs for campaigning
- Online social networks for campaigning
- Online social media for campaigning
- Online video for campaigning
- Using mobile phones for campaigning

#### 3.1.2 Essential Topics

These courses provide advanced skills in the essential activities needed to dramatically improve your campaigning.

- eCampaigning planning
- eCampaigning analysis and reporting
- Getting more from the email-to-action cycle
- Effective email communications
- Optimising web e-actions
- Advanced online recruiting
- Advanced online mobilising
- Converting donors into online campaigners
- Converting campaigners into online donors
- Online campaigning supporter management

---

**Course structure:**

- One 1-day course / week
  - Homework before course
  - Use your own tools / data
  - 30% presentation
  - 50% hands-on
  - 20% questions / sharing
- 

### 3.1.3 Extended Campaigning Topics

These courses address specific needs based on upcoming opportunities and/or less common tactics

- Integrated Campaigning Planning:
  - Segmented communications
  - Developing a campaigning story arc / narrative
  - Online to on-the-ground
- Preparing for Elections
- International / multi-lingual eCampaigning
- eCampaigning in coalitions

**Contact Duane to:**

- Discuss your interest in an advanced course
- Explore what is the right training for you
- Discover what you could learn from training

» Duane Raymond

+44 207 993 4200

[duane@fairsay.com](mailto:duane@fairsay.com)

Skype: **fairsay**

*Helpful, independent advice with no strings attached.*

See training schedule at: <http://fairsay.com/training>

## Push the limits of experienced eCampaigning practitioners' skills and knowledge

### Provides you with:

- Ideas for new approaches
- Benchmark against peers
- The inside story of what works
- Network of peer practitioners

### Course structure:

- 1-3 day course
- Preparation before course
- Use your own tools / data
- 10% presentation
- 10% hands-on
- 80% questions / sharing

**Cost guide:** £400/day per person (+ expenses + UK VAT if applicable)

**Training days:** 1-3

## 4 eCampaigning Expert Exchanges

eCampaigning expert exchanges (aka eCampaigning Jedi training) are small expert-only events focused on a specific topic. These events are designed to allow e-campaigning practitioners with a proven track record in a specific area to extend their practice in that area by exchange success and failure stories, learning, insights, tactics and ideas with others of a similar level so they can learn from each other.

All participants must demonstrate a minimum expertise in the focus area and be approved by the facilitator and the other participants. These events will be organised on demand if the minimum group size (five) can be met.

### 4.1 Expert Exchange Options

Exchange exchanges will be organised on demand. When a few experts express an interest in having an expert exchange on a specific topic organised, FairSay will seek out similarly experienced and interested experts and arrange the timing, logistics and agenda with input from those interested in participating.

### Contact Duane to:

- Discuss your interest in an expert exchange
- Explore what is the right training for you
- Discover what you could learn from training

*Helpful, independent advice with no strings attached.*

See training schedule at: <http://fairsay.com/training>

» Duane Raymond  
+44 207 993 4200  
[duane@fairsay.com](mailto:duane@fairsay.com)

Skype: **fairsay**