



Solidarity, not spam.

A white arrow points from the right edge of the slide towards the word "spam" in the main title.

Reminding is the essence of organizing

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Intros



Name, Chapter, why did you choose this session?

Email & organizing

How does your chapter currently use email?

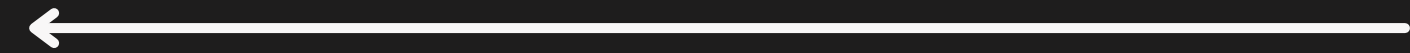
Analyzing your email sends.



What platforms are you using to analyze
your email sends?

Which metrics are you looking at?

17% - 28%



The average open rate on an email blast.

What emails do you always open? Why?
What subject lines inspire you to click?

Using analytics to create content for your audience.

Open rates are over-inflated but still important.
Incorporate other metrics to measure success.



Open rate



Click rate



Bounce rate



Unsubscribe
rate

Inspiring action with a theory of change

01 PROBLEM

02 SOLUTION

03 ACTION

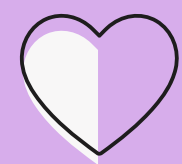
Establish urgency.

Why does this action matter right now?



The best reason is usually the truth! Look to the calendar (Election Day is one month out), the process (School Board is voting tomorrow!), or the immediate real-world stakes (our classrooms don't have functioning HVAC in 100+ degree weather) to create urgency.

People will forget what you said, **but people will never forget the way you made them feel.**



Identify a
hero or villain
or both!



Use vivid,
visceral
details



Build
suspense
when you can



Be selective
with statistics.

Case Study

Natomas Teachers

Association

Subject lines, sender, actions



Group Activity



Three volunteers.

- Take 5 minutes to think of some agitational and organizing messaging happening in your local and that you want to share with your members.
- Email messaging to Chris: **chriscaliteachersassoc@gmail.com**
- Which emails are the most compelling to open and why?

Need Help with Action Network

First Step:

1. Contact your Chapter President.
2. Contact your Primary Contact Staff (PCS) person

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Discussion & Questions



How will you use this information back in your chapters?

Resources

bit.ly/SolidarityNotSpamResources

