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Public Affairs
Council

Advocate Acquisition and Petition Platforms

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About Me:



- Digital Advocacy
- Grassroots
- Public Affairs
Communications
- Association Network
- Advocacy Software and
Technology

Today's Agenda

- Advocate Acquisition
- Lead Generation
- Leveraging Advocates
- Petition Platforms
- Open Discussion

Advocate Acquisition Basics

Advocate Acquisition and
Petition Platforms



What is an advocate acquisition program?

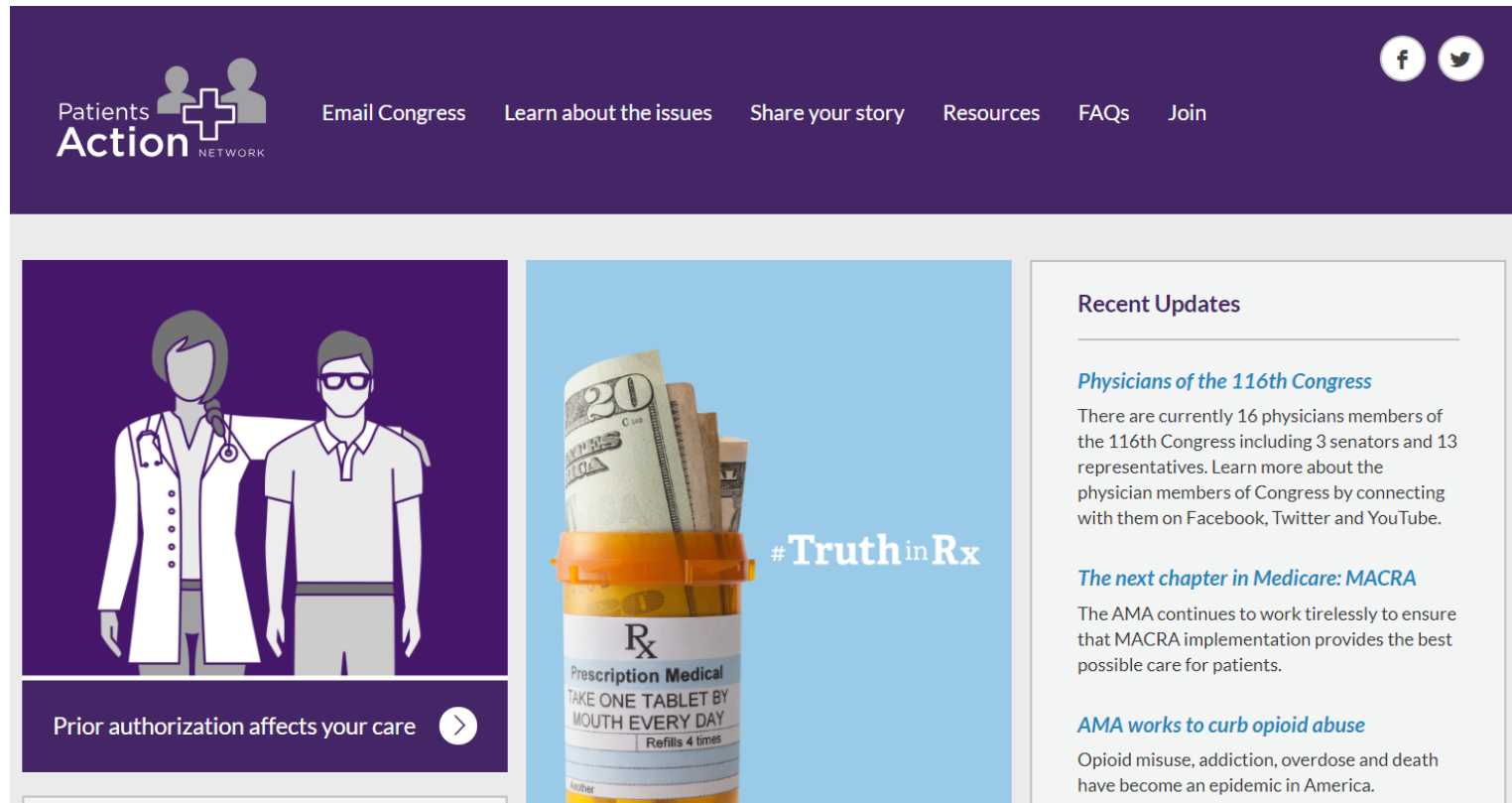
Why you might need a advocate acquisition program?

- Grow beyond your traditional supporters
- Show specific support in a district or state
- Demonstrate broad appeal for your policy efforts
- Have an army of willing supporters engaged on your issues

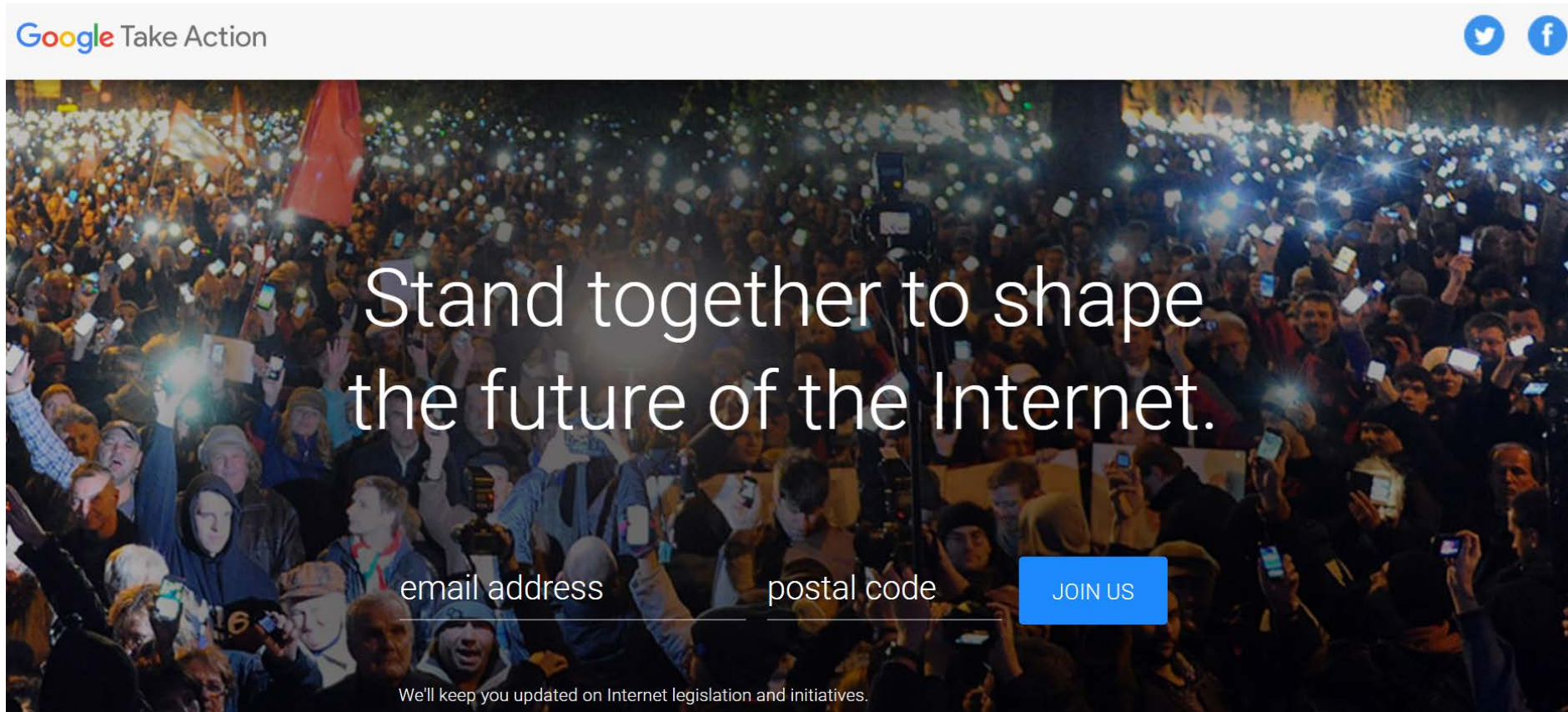
What should you consider:

- Is your message or policy position relatable and understandable?
- Do people care about your issues?
- What type of actions are you looking for?
- Do you need to use these advocates for more than one campaign or issue?

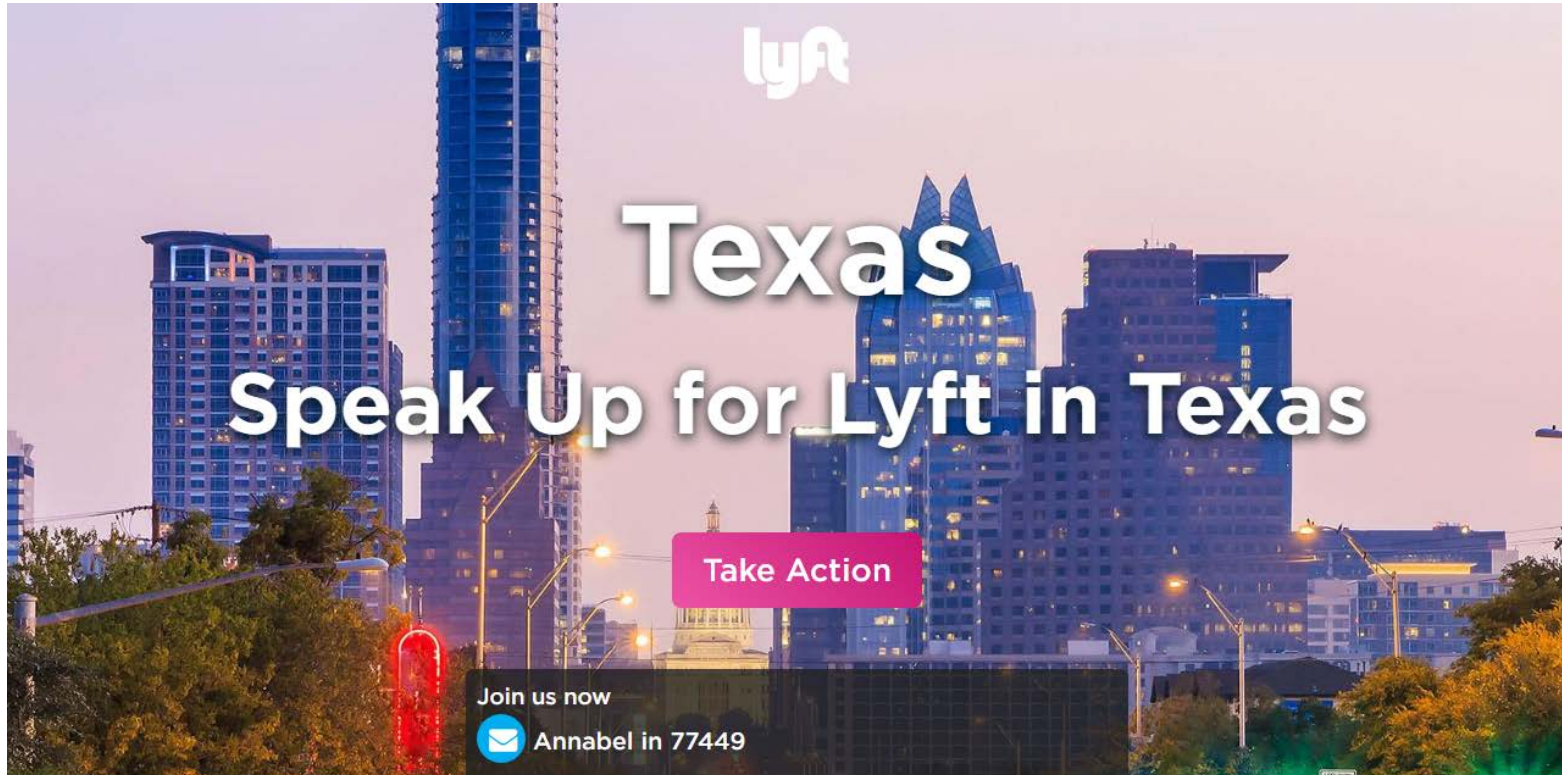
Front Facing Advocate Website



Front Facing Advocate Website



Front Facing Advocate Website



Lawmakers could soon give Lyft the green light to operate throughout Texas, but we need your help to make it happen.

Currently, ridesharing is governed by a patchwork of local rules in Texas. As a result, Lyft cannot operate in every community in the Lone Star State.

Avoiding Astroturfing

Best practices:

- **Transparent:** be upfront about who your organization is and who is funding your campaign
- **Clarity:** develop easily understandable requests and stick to one issue or related set of issues
- **Education:** help advocates understand the policy issues and provide a fact-base approach to your arguments
- **Don't Bait and Switch:** if your advocates join your pogrom for one reason, don't assume they will take action on something unrelated
- **Be relevant:** make sure your issues are free from legalese, that all communications are relatable, and remember to segment your audience as it grows
- **Offer value:** give advocates information on developments, engage them with quizzes, contests, or surveys

Social Media Lead Generation

Facebook

Campaign Name ⓘ












Enter your campaign name here...

Help: Choosing an Objective | Use Existing Campaign

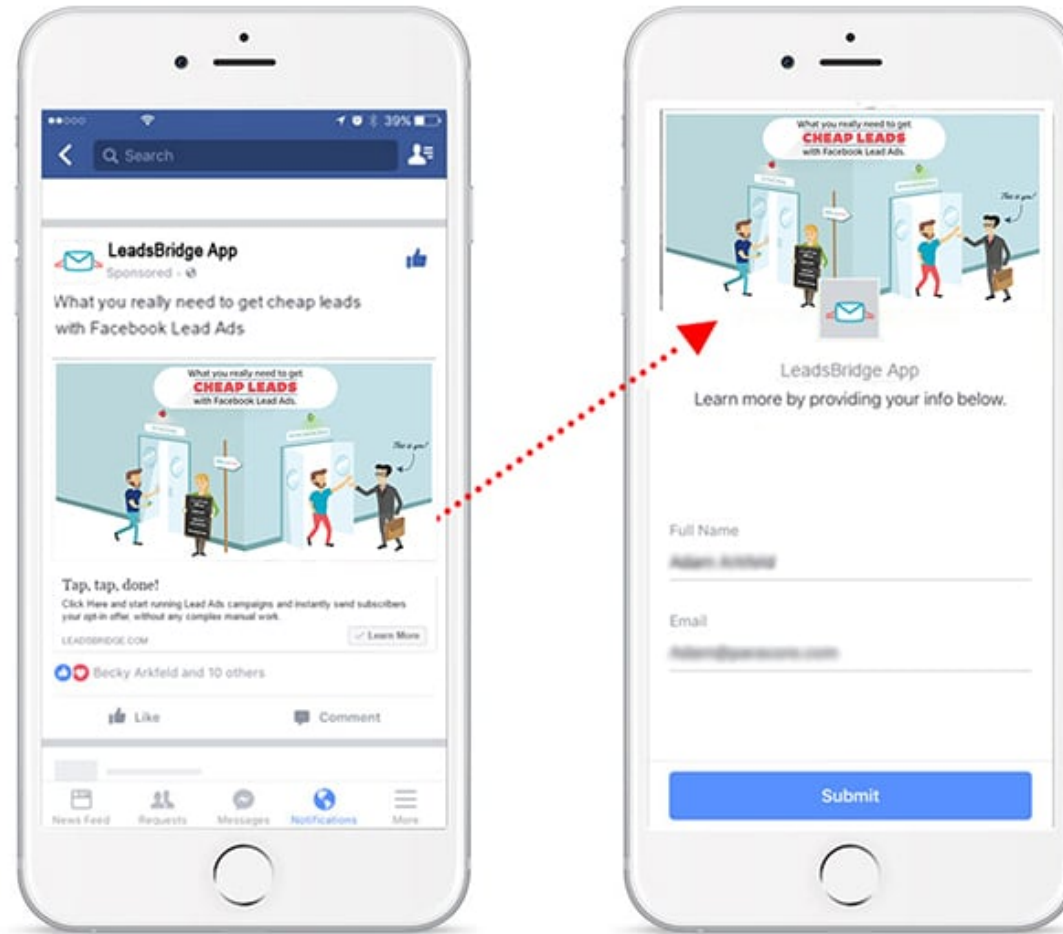
What's your marketing objective?

Auction ⓘ

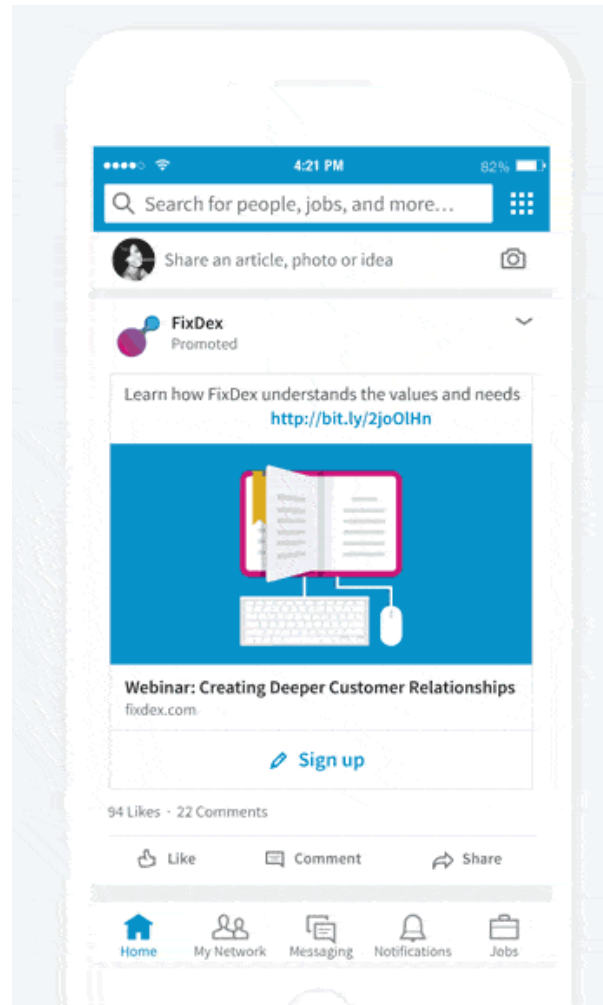
Reach and Frequency ⓘ

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Local awareness	 Engagement	 Product catalog sales
 Reach	 App installs	 Store visits
	 Video views	
	 Lead generation	

Facebook



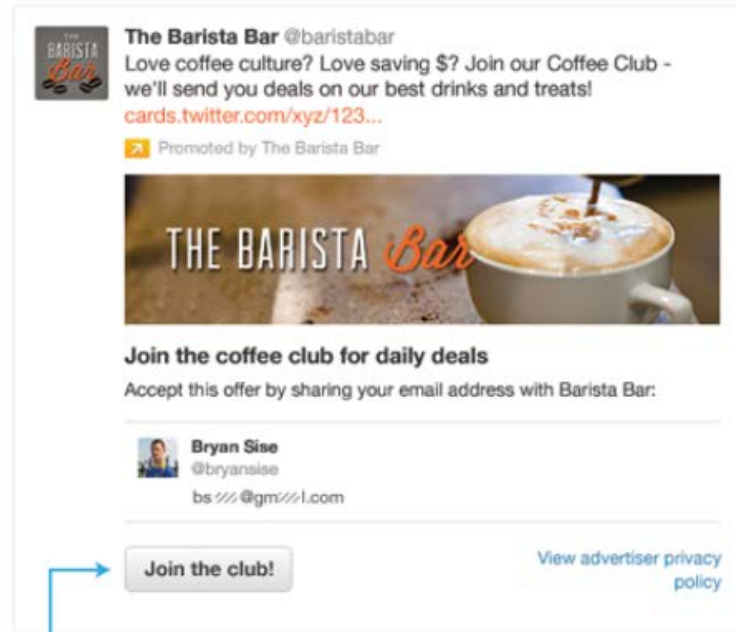
LinkedIn



Twitter

1 Bryan expands @BaristaBar's Tweet to show a signup opportunity

Bryan's info is already filled in. He only has to click the button to sign up.



The Barista Bar @baristabar
Love coffee culture? Love saving \$? Join our Coffee Club - we'll send you deals on our best drinks and treats!
[cards.twitter.com/xyz/123...](#)
Promoted by The Barista Bar

THE BARISTA Bar

Join the coffee club for daily deals
Accept this offer by sharing your email address with Barista Bar:

Bryan Sise
@bryansise
bs /// @gm /// l.com

Join the club!

View advertiser privacy policy

Customizable call to action

2 Bryan's info is securely sent to The Barista Bar

He completed the entire signup in his Twitter timeline.
Now he'll receive great coffee deals by email.

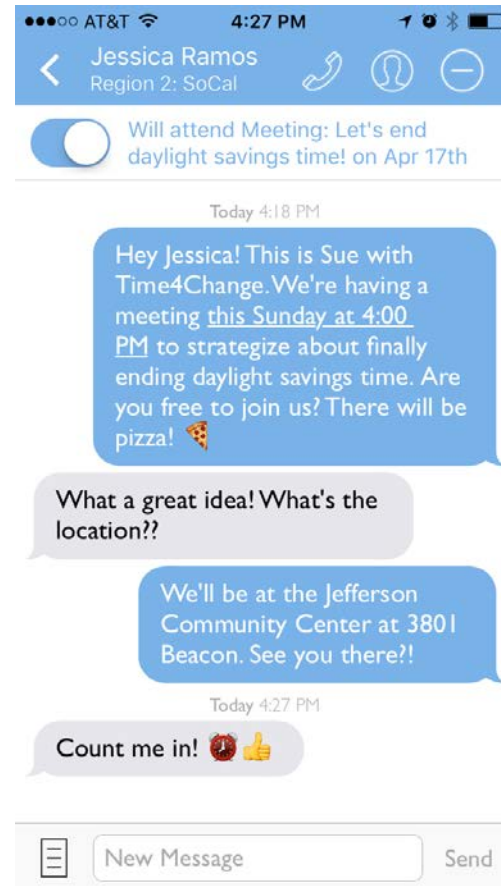
Other Petition Advocate Acquisition Ideas

Live Events



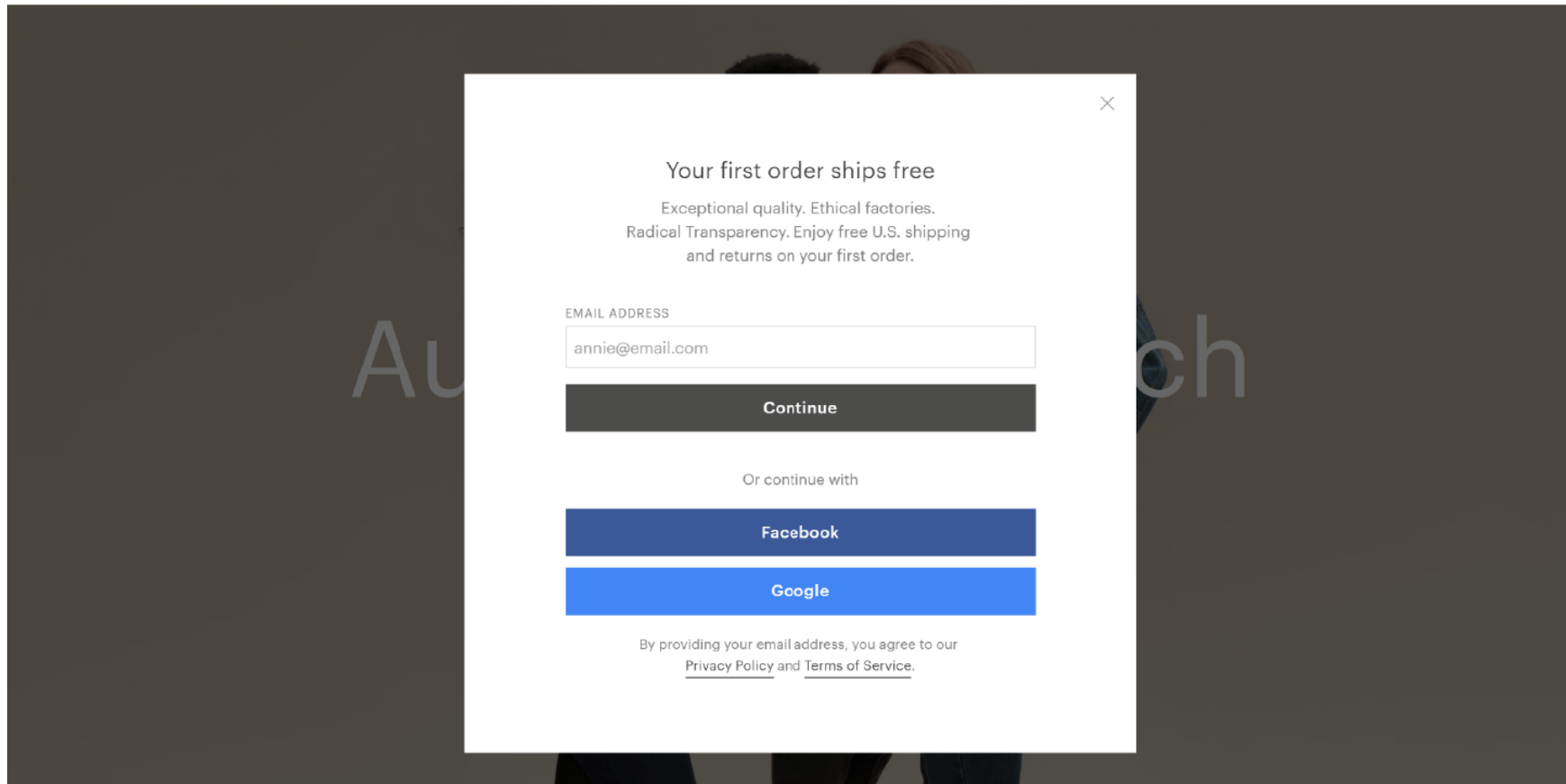
Source: Phone2Action

Peer to Peer Texting



Source: Hustle

Email Pop-Ups



×

Your first order ships free

Exceptional quality. Ethical factories.
Radical Transparency. Enjoy free U.S. shipping
and returns on your first order.

EMAIL ADDRESS

annie@email.com

Continue

Or continue with

Facebook

Google

By providing your email address, you agree to our
[Privacy Policy](#) and [Terms of Service](#).

Key Takeaways

1. Understand your goals
2. Develop an advocate profile for your target audience
3. Identify a tactic or several tactics to acquire your advocates
4. Use engagement strategies to keep your supporters active
5. Don't AstroTurf
6. Continually test, learn, and optimize to grow slowly-- and sustainably

Contact Information

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