Jump-start Your Advocacy by Bringing Data to Life

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Why data?

Data should be more than just information on a spreadsheet. Whether you're tracking the number of actions taken by your supporters or A/B testing the subject line in an email, embracing a data-driven approach to advocacy can revolutionize the way your organization develops, executes, and measures the success of your grassroots campaigns.

What we'll cover today:

- Telling data-driven stories to legislators
- Using data to target and segment your campaigns
- Making decisions informed by data

Telling Data-Driven Stories to Legislators

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Identify your most meaningful datasets – What drives the bottom line of your advocacy efforts?

Create a compelling visual – A picture is worth a thousands words. A powerful graph, chart, or map can go a long way.

Compliment the data with real stories – Data isn't a constituent. Data doesn't vote.

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Using Data to Target and Segment Your Campaigns

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Segment campaigns by your supporters' preferences – Treat your advocates like your friends. Get to know what they like and don't like.

Target officials according to their past actions – Make the most of your advocates time by directing them to take the most relevant actions based on a legislators behavior.

3) Which EcoRight actions would you most likely participate in? (check all you would do) *

☐ Share content on Facebook

☐ Share content on Twitter

☐ Sign a petition

☐ Submit a letter to a member of Congress

☐ Call the office of a member of Congress

☐ Attend an in-person republicEn event in my area

☐ Write a letter to the editor

☐ Serve as an EcoRight spokesperson in the media

SUBMIT

Making Data-Driven Decisions

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A/B testing – Experimentation is crucial for data-driven decision making and defining "what works."

Practice data-sharing – You need all the data you can get your hands on. Are there other teams or departments at your organizations who maintain data sets you could be using?

Track engagement and incentivize action – Find the gaps in your engagement make data-driven decisions to optimize your engagement.

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Recap

- **Tell data-driven stories to legislators**
- **Use data to target and segment your campaigns**
- **Make data-driven decisions**

Interested in learning more about Quorum?

Drop me a note at kevin@quorum.us