

Session 1: Bootcamp Series

How to organise people and data to build a thriving community



Meet Your Hosts



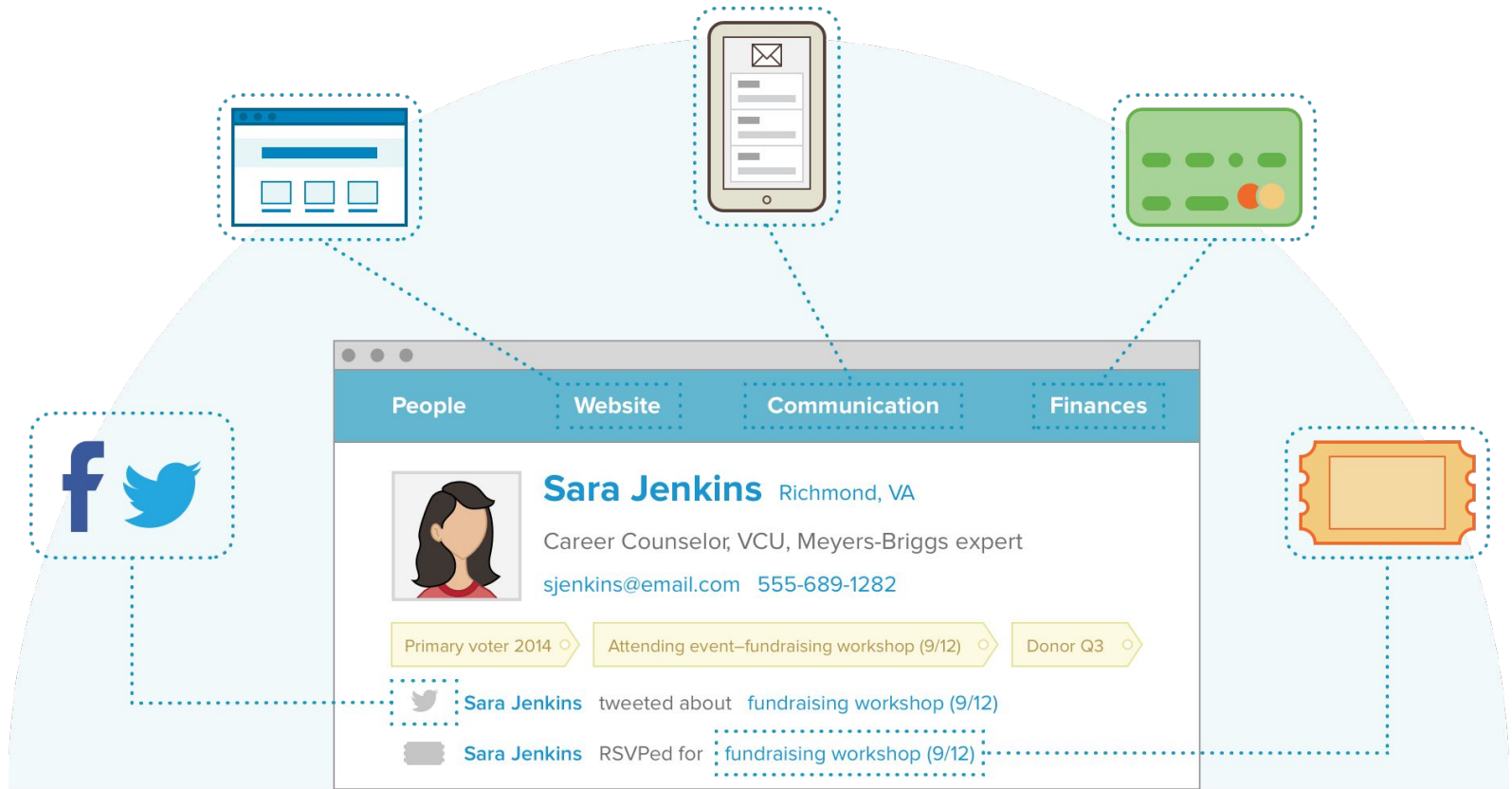
Erika Avellaneda

ACCOUNT MANAGER AUS/NZ



Sorcha Rodford

SENIOR DIRECTOR OF STRATEGIC
PARTNERSHIPS





**Influence doesn't come from authority
anymore.**

It comes from trust.



Save your relationships





PRODUCT PRINCIPLES

Own Your Own Data

 **Luis Morton** left feedback

I signed up to volunteer for the upcoming rally at city hall. I'm really looking forward to it and wanted to let you know I can also take photos during the event.

VOLUNTEER

 2018 voter

 @luismorton

2 Most recruits

STRONG supporter

HOUSEHOLD

local advocate x

top fundraiser x



Luis Morton
Santa Monica, CA

\$1,500 DONATED

+10pc



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr
Nashville, TN

RECRUITED



Roger Matthews
Nashville, TN

I want to volunteer!



PRODUCT PRINCIPLES

Own Your Own Data

Personal

Name

Address

Phone number

Age

Dietary preference

Contextual

tags

emails

phone call logs

event attendance





SAVE YOUR RELATIONSHIPS

Own Your Own Data



Frodo Baggins

SUPPORTER

Background: Lives in the shire. updated less than a minute ago [Edit](#)

Contact: [45212364 \(m\)](#) ✓ • frodo@exampleemail.com ✓

NationBuilder ID: 2000

Point person: [Event Coordinator](#)



Add tag

event-attendee-fundraiser2018



event-rsvp-danceparty2016



event-rsvp-webinar2020



member-2020



**Reflect on how you're currently
saving and storing data.**

**How can you improve this? What do
you need to do first?**



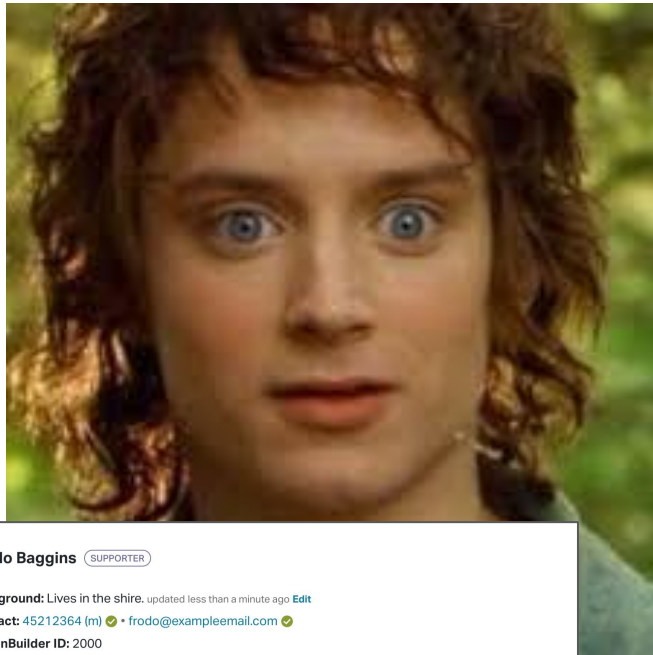



SAVE YOUR RELATIONSHIPS

Ask for information

Opportunity

- sign a petition
- become a member
- attend an event
- receive swag
- tell their story
- volunteer
- join a local group
- donate
- receive monthly newsletter





Frodo Baggins SUPPORTER

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Add tag

event-attendee-fundraiser2018 x

event-rsvp-danceparty2016 x

event-rsvp-webinar2020 x

member-2020 x

The September Campaign is back



charitywater • Follow

... Follow

...

for you

—and we transformed the future for thousands of communities around the world.

This year, we're bringing the September Campaign back. Our goal? Fund clean water for 20,000 people in rural Mali.

Sign up now for early access and an exclusive invitation to our digital launch event to hear more from our team and get a behind the scenes look at the 2020 September

Campaign: <https://cwtr.org/2CqTeR6> (link in bio)

Photo: @jeremysnell

4d

May, we
1 Response

provide much-
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\$1500 away,
we can reach
closes on

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#education

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Liked by frankbell and 1,249 others

3 others

4 DAYS AGO

Add a comment

Post

Post

Post

**Reflect on how you're currently
using your social media to reach
your supporters...**

**How can you improve what you're
doing? Is there anything missing?**



Demo



Summary

- Influence comes from relationships
- In order to deepen our relationships with our supporters we need to save their information in one place
- Adding tags to a person can help us understand how we know them, what they care about...
- Relying on social media to save our relationships isn't enough we need to get our followers to become supporters by signing up
- It's our responsibility to build deeper relationships with our community than what we can do with social media
- Having a landing page for people to sign up is key, it allows us to get organised and deepen our relationships

Questions



In your follow up email you will receive:

Access a sand box Nation

https://apactraining1.nationbuilder.com/sandbox_signup

Link to sign up for a 30 day free trial



Wish more people would open your emails?

WEBINAR

5 tips to help improve your open rate

👤 Online

🕒 Wednesday, 23rd September
11 am AEST

Connecting Up 



WEBINAR

Fundamentals of virtual facilitation

👤 Online

🕒 Tuesday, 29th September
11 am AEST

Connecting Up 

