Sunrise NYC ProgramEquity

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Executive Summary:

As Sunrise Movement looks to consolidate legislative civic engagement onto one secure platform to inform actions, media, and future legislative campaign strategies, standardization on the Amplify platform ProgramEquity builds provides the infrastructure flexibility to accelerate letter mail through a purely digital platform for convenience in volunteer onboarding and engagement for the Climate Can't Wait 2022 campaign.

Amplify is in a unique position to enable organizers to differentiate themselves with the only platform that has made legislative civic engagement digital, speeding up 3 hours worth of action into 5 minutes, while protecting constituent privacy under GDPR compliance.

Rollout Timeline

In accordance with the timeline Sunrise is running this campaign and product map, the pilot period will be considered from Jan 8th to the 25th with our basic functionalities of letter sending and action sign ups. From February to July of 2022 ProgramEquity will also include the functionality donations, apple pay & android pay, as well as letter versions from other advocacy groups within the Climate Can't Wait collaboration.

Pilot Key Results of Success by January 25th:

- Visibility: civic engagement data
- Engagement: Sign ups for in person action

Responsibilities:

Use Case	Amplify Platform	Data Analytics	Cadence	Sunrise
Visibility: Ease of sending a letter on mobile	✅ Lob send letter Prepaid payment or apple pay?	Number of letters sent per bill per representative	Weekly	Outreach of Amplify campaign Budget for prepaid letters Provide letter templates and communicate any changes
Engagement: Logistics for action routes	Sign ups for in person action Action link in user education emails	Sign ups by jurisdiction	Weekly	Provide links to Albany climate in person action Relay participation numbers at action event (sign in includes 'how did you hear about us' with an option that includes Amplify)

Campaign Key Results of Success from February - June 2022

- Fundraise: raise donations
- Leverage data for grants or future rep/committee sponsorships

Responsibilities

Use Case	Amplify Platform	Data Analytics	Cadence	Sunrise
Fundraise: Donation Payments	Donation incentives Stripe, Apple Pay, Android Pay integrated	Are donations increased by incentives such as org goodies	Released monthly?	✅ Donation Design Survey Participate in a panel during Hackathon 1/22
Ideal State: Customization	Triage action signups	Data split by org	Bimonthly	Provided we have 75% org

by Org	campaign letter, and donations customized by org			participation on Amplify for all expectations of ideal state outcomes CampaignOps

We are solving the inaccessibility issues of civic engagement to raise participation from current baseline of 30%

       Our surveys show that constituents report:

       Overall problems: institutions are inaccessible, people are not knowledgeable of processes, and don't have the time commitment due to obligations

70-80% volunteers do not return to a second action - we make engaging convenient

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- Save time and resources in onboarding and retention: Have volunteers take 3 hours of action in 5 minutes.

Aggregate data in one place
- Plan next actions
  - Ex: Sunrise is using it to plan bus route logistics
- social media is easier but not liable by jurisdiction

Statewide legislation needs collaborative amplification: Legislative civic engagement is the key to change ecosystem:

- Use it to fund grants
- Have accurate numbers for media
- Data stands up in legislative hearings by abiding to CMS channels
  - → Federal bills can be taken into administrative law trials