Tech Liaison Guidance Doc

Creating Web Event Calls to Action: https://bit.ly/350Mass-Events

TL;DR:

If you've done this before, here's our Web Event Request Form.

Web Event Objectives

Web Events are the first step; Targeted Emails are the second. The Tech Working Group (Tech WG) supports these objectives for 350 Mass Calls to Action:

1. **Dated.** Whether you are promoting an event that happens or is over, or some other action (Donation, Volunteering, Media engagement, etc) it should not be an open-ended, petering-out call to action.
2. **Promoted**. Use our targeted email process to promote your event after you create it, along with any other appropriate channels (social media, other related publications / lists).
3. **Managed.** We make sure you get notifications about registrants; you make sure you follow up with them. At this stage of our work, we need to maintain momentum around engagement. One-offs are not the goal.
4. **Timely Delivery.** Within the above constraints, send emails with time for taking requested actions.
5. **Subject Focus**. Help users decide whether to act based on subject line alone.
6. **Professional Quality:** Spelling, punctuation, grammar edited, layout and typography clean.
7. **Maintain 350 Mass's Brand.** Ask a Comms WG member to proof the email for appropriate content and tone.

To accomplish all these objectives, we require the following:

1. Using our Web Event Request Form.

Web Events are the first step; Targeted Emails are the second.

- **Enter your request at least ten (10) full days** before email send deadline to have it considered. If you are not responding to emerging conditions, create your event page at least **6 weeks ahead of time**, so the link can be included in all kinds of outreach, including social media, eventbrite, other channels.
- **Complete all fields.** Use the #Comms_Request Slack channel for help.
- **Managers Matter.** Who will follow up with people who register?
- **Event Titles Matter.** Best practices include (see this guide for more):
    - Contain 50 characters or fewer. Fit a calendar event tile or a subject line.
    - Use the details for sponsor info, who, what, and how. Under 160 character for the basics.
    - Call to action includes a phrase ("Register to attend this event") and a button label verb ("Register").
    - Chose one strong "event image" - people should recognize the image for this event wherever it appears.
- **Have a clear "theory of action".** What will attending this event / taking this action accomplish?
- **Once you submit your form,** you should be contacted by a Tech Trainee to be your partner for this project. If you are not contacted within two days, email Bram Moreinis, bmoreinis@gmail.com

2. Drafting the Content

- **Draft your event data as a Google or Word Doc**.
- **Obtain input from necessary stakeholders** before sharing it.
- **Use proper spelling, punctuation and grammar** unless your name is e.e. cummings.
- **Include links** to any external resources that you have personally tested after including them.
- **Be Succinct:** Web page text is best short, quick, easy to scan and decide to read, should answer 5 w's, and clearly drive constituents to the Call To Action. Emails that are launching a campaign or are a fundraising ask may be a little longer, more informative, but folks should not have to spend more than one minute reading, and the ask should always be clear. Never send out a letter or other document as if it were an email - link to that.
- **Be Persuasive:** Genuine, authentic messaging tends to do well with our base. We have the advantage of having a deep understanding of local politics. Use this to advantage!
- **Stay On Message.** Unless this is a conference, your event should be about one thing only. You can include links to a calendar or other resources with other content, but the body of the content should be focused and convey the intent of your action and the mission of 350 Mass. [Here is a sample of what an event draft should look like](#).

3. Completing the Process

1. **Once you have completed your content** and obtained any stakeholder approval, use the form above to request a Tech Trainee to partner with you on getting the event description and form configured, tested and sent.
2. **Your Trainee will create a tag for people who register** and share this with you. It should follow this format: year_month(3)_type_event, with each element separated by underscores except event words. Example: 2024_jun_rally_clean-heat.
3. **Your Tech Trainee will create the web page and registration form (if appropriate) in NationBuilder.** Once it is properly formatted, they will share it with you for testing. You will initially be added to the list of emails that get notifications for new registrations. Once you get that email, reach out to the event organizer in your team to make sure they also received notification of the new registration, and have them view and test the page also. This is a public page, but not on the site menu, so no one will see it until you promote it with a [Targeted Email](#) or other means.
4. **After you have begun promoting the event and expecting responses**, we recommend you check with your Tech Trainee for statistics (how many people visited the page, how many registered (and got the tags attached to their NationBuilder listings) and you can troubleshoot for better results next time.