California Calls Formal Base Experiment/Operation Rockstar/TBD Design + Log

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https://www.facebook.com/Schools1stCA/photos/p.2239091576336945/2239091576336945/?type=1&theater

Big picture question: How might we move from mobilizing voters to building a mass base of power? (move voters more consistently to action)

Follow up questions:
How might we message our asks to move people to action and cultivate a small donor base?
How might we design a seamless digital + field organizing program?

How can we deepen synergy between state and local campaigns and power building?
What are the systems needed to build and activate a formal base?

If we make consistent, targeted asks via digital platforms with a compelling narrative and content **then** we will begin to build a formal base and a sustainable small donor program.

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This worksheet is designed to help you design and track your experiment. Use it to collect and analyze your data as well as capture lessons learned and decisions made. Contact Alison <alin (at) magmail (dot) com> with questions or suggestions for improvement.

Experiment Design

Participants *Who is involved in the implementation of this experiment?*	Victor Suarez, Lydia Avila, Sabrina Smith, Brian Nguyen, Bill Schwartz; 1 Anchor Organization
How will you test your hypothesis? *What is the action or activities that you'll undertake to complete this experiment?* *Include date benchmarks for each steps and document the people responsible.*	Conduct a 6 week Organizing Campaign with rigorous online outreach to current email and SMS list of 60,00 Supportive Voters - Develop a series of asks that will go out to our supportive voters . (asks will range from petition, to letter campaign, to legislative/corporate target to donations), to IRL ask (VS/LA) - Develop target universe to A/B test asks (VS/BS) - Develop an email, SMS, and social media 6 week calendar and content (1-2 communications to go our per week over 6 weeks) (VS) - ID one anchor who will have an IRL event to funnel digital leads (LA) - Co-create experiment and support Anchor IRL follow up with digital leads (LA/BN) - ID content, creative, tech and infrastructure needs (VS/BS)
*How will you **measure the outcomes** of this experiment?* *What would success look like? What are the minimum standards of success? What would failure look like? How will you collect the data or complete the analysis?*	GOAL: Raise $2,500 from test appeals, generate online leads that take deeper levels of action. MEASURE: Donations, new email signups, online actions and RSVP's. Minimum success Moderate success At least 100 small donors Victor can say, "yes we've figured it out!" and sigh of relief. "Feel on our way to rich" We've asked in a way that is proud and aligned with our work Were anchors able to do this and take leadership? Develop experiment together on how to take IVE up a notch. Mutually beneficial. - ask Anchor at beginning and end about this.

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Details of Implementation

Data

Enter and store your data and observations from your test here.

Other notes
Digital asks and in person asks
- Making phone calls
- Letters to representatives
- Clicking on videos
- Sharing content
- Engaging with digital content
- Sharing with their own network.
- Survey + Petitions
- Turn up in real life

What is the easiest?

In 2020 going to be epic battle by taking on 40yr old tax policy that no one has been willing to touch. Lay foundation to raise money and build a visible movement of activists. Want to go back and get these people fired up about School and Communities First Campaign.
Fresno people out - have to know if people will be there before calling

Take action and give money with preset amounts.

What about focusing on one partner or anchor? Then if they have an event we could drive people to action in real life?

Digital to Real Life Conversion
- We know people will sign up but need call/text for people to show up. Blast to full statewide and drill down with the follow up with an anchor?
- Match voter list to FB and push out digital content to that list and have Community Coalition or SCOPE do in person? - Test of the distributive organizing. Narrow down of 3 yeses… (get from PI)
  - What events for anchors already have going on?
  - Will they agree to reach out to universe of people to option
- Community Coalition Experiment from other of phone banking and door knocking was 3% and 1% turn out. They have great events and have good brand recognition.

All anchor is committed to IVE but offseason engagement falls through the cracks. Testing some IVE now. Gaining knowledge.

Assumption: **Digital is the way to get to organizing scale**

Can't phone bank 3000 people, can text and email that many people, can do adds for that many people.

Ask anchors to opt in, would need assign org to do IRL, we process together what we learn with them?
- Then choose one who is ready then in another iterations to do it.

SS Notes on Experiment:
Realizing the Promise of Integrated Voter Engagement
- Building a Powerful Base to Scale from our Supportive Voters that moves them to increasing levels of statewide and local action (beyond voting)
- Cracking the Code of Integrated Digital-On the Ground Strategies
- Integrating Statewide and Local Power Building
- Building financial independence through a small donor base.

Questions to Explore:	*How do we measure?*
● Can we find and engage our supportive voters on digital platforms that build off statewide & local CEPs?	- *Find % of digital voter base on social media platforms* - *Increased Open Rates and Digital Engagement from current Digital List*
● What is the narrative and asks that compel our voters to deeper levels of engagement? ● What is the narrative that builds our list to scale to generate more activists, donors and members? ● How do we sync digital and in real life organizing to effectively follow up with leads at a new scale?	- *List growth by X* - *Increased Open Rate by X* - *Increased Online Engagement Rate by X (including small donors)* - *Increased In Real Life Engagement Rate by X* - *Effective systems to move online activists to in real life engagement*
● What is the frequency and sequencing of touches and asks that increases engagement, from "light" online actions (sharing/pledge) -->to exercising online power (petition or letter to elected)-->to donating money-->to engaging in anchor activities in real life?	- *Analysis and understanding of our digital list - what moves them to deeper levels of action* - *Increased online Engagement Rate by X* - *Recruiting 100 Small Donors = $2500* - *Increased In Real Life Engagement Rate by X* - *Effective systems to move online*

	activists to in real life engagement
● Can we effectively frame Tax Equity/Schools and Communities First with clear connections to Anchor issues and battles?	- *Anchors articulate clear connections between SCF and Local battles in political education/ organizing/campaigns* - *Cali Calls Organizing is integrated not silo'd with Anchor regional power building*
● Can we deepen ownership, partnership and learning with our anchors around the Integrated Voter Engagement Strategy that builds power both statewide and locally?	- *1-2 Anchors participate fully in experiment and provide leadership within California Calls* - *We advance learning for CA Calls and the SPC*

California Calls will:
- Develop framing and content to engage the statewide digital list
- Develop framing and content and/or share content to support local campaign/activities
- Push out a series of digital communications (email, SMS, video) to full the Email/SMS list with a variety of asks (digital ask, donation, attend local event)
- Push out tailored content to the target digital list in the anchor's region
- Send Anchor list of leads that engage online for in-real-life follow up

Anchor will:
- Give input design of experiment and communications framing/messaging
- Dedicate organizing/outreach staff to follow up with digital leads
- Recruit digital leads to an in-real-life event.
- Share in the analysis and evaluation of the experiment
- <If capacity> push out digital content to their digital list.

Analysis

Debrief, Reflection, Learnings

*What were the most impactful 3-5 **lessons learned** from this test? Be concise!*	We started out very ambitious and the amount of prep that was needed around the data analysis to get the most out of the experiment was more. If we don't match the data first then our results will suffer and we won't be able to develop the shared learning. We want to be able to find out that people who opted into our email and are down with us on one or two issues are more likely to respond. Rather than simply saying x% are with us. This will help give us more a 360 view of who CA Calls voter is.
*Record any **decisions made** during or upon finishing this test. For example, "We will now keep meeting notes for all of our internal and external meetings."*	Pause experiment and focus on data matching first.
*What **questions** do you have as a result of your experiment?*	
Did your test disprove your hypothesis?	
Will you do another iteration of this experiment? (Yes/No)	