

Message. What you say.

Strategy. How you say it.

Results. They speak for themselves.

Online Advocacy for CHCs

E-Mail, Web 2.0,
Social Networking
How Can You Make It Work For You

marketing

advertising

fund raising

public relations

online marketing

graphic & web design

message • strategy • results
COMMUNICATION SERVICES
SINCE 1984

NOT-FOR-PROFIT

HEALTH CARE

LIBRARIES

ADVOCACY

What Online Advocacy Gives You Powerful Tools To

- Organize your supporters
- Communicate with them quickly and effectively
- Spur them to action
- Mold health policy
- Shift the direction of public discourse

Special thanks for Colin Delany of e.politics.com for writing a paper this presentation is based upon

Web As an Advocacy Tool

- Ease
 - All you need is an internet connection
 - Little guys can look and fight like the big guys
- Speed
 - Can learn about a piece of legislation in the a.m.
 - Formulate response by noon
 - Generate online response from supporters by 3 p.m.

Web As an Advocacy Tool

- Reach
 - Your supporters
 - Media
 - Bloggers
- Interconnection beyond e-mail
 - Facebook, YouTube, other Web 2.0 utilities
 - Blogs

5 Simple Rules

- What do you want to accomplish?
 - What are the best tools?
- Be persistent, leave brilliance to the genius next door
 - Be relentless
 - Use different tactics
 - Repeat your message, over and over

5 Simple Rules

- Connect All Your Online and Offline Advocacy Approaches Together
 - E-mails should reinforce CHCANYS message at the Capitol
 - Don't forget old fashioned methods
 - Letters
 - Postcards
 - Tried and true grassroots efforts

5 Simple Rules

- Make it Compelling
 - Content and tone is key
 - Action Alerts shouldn't sound like policy papers
 - Write like a human being not a policy wonk
- Remember you're selling an idea to get people to act

Tools You Can Use

- Your website
- Your e-mail
 - Or an e-mail service
- Blog
- Social Networking Sites
- Online Petitions

Your Website

- Add an advocacy page to your site
 - Calls to Action
 - Importance of acting
 - How to contact your legislator
 - Basic message
 - Links to CHCANYS' site
 - Links to other community sites

How To Contact Legislators

- List name and contact info, including e-mail address
- Some health centers have more than one Assemblymember or Senator
- To help patient/advocate determine who represents him or her
 - <http://nymap.elections.state.ny.us/nysboe/>

Call To Action



I can't get better if my community health center loses funding.

Please don't cut Care for the Uninsured, Medicaid or Migrant Health Care.

YOU CAN HELP STOP THE CUTS.

Ask us how.

CHC ANYS Defining New Directions
Community Health Care Association of New York State
www.chcanys.org

New York City Office
535 Eighth Avenue, 8th Floor
New York, NY 10018
(212) 279-9686

Albany Office
90 State Street, Suite 805
Albany, NY 12207
(518) 434-0767



Whitney M. Young, Jr.
HEALTH SERVICES
Innovative Community Health Care

Your State Legislators Need To Hear From You. Tell Them Our Kids Can't Get Better if Our Health Center Loses its Funding.

Click here to write to:

[Senator Neil Breslin](#)

Senator Joe Bruno

Assemblyman Jack McEneny

Assemblyman Ron Canestrari

Not sure who your member is, click [here](#).

Want to be alerted on state health issues? Sign Up for the [Community Healthcare Association of NYS' Grassroots Advocacy Network](#).

Building Your E-mail List

- Collect e-mails
- Send action alerts that link to page
- Can be done in Outlook but the larger the list the more cumbersome
 - Constant Contact
 - Vertical Response
 - iContact

Building Your E-mail list

- Have a sign-up button, for your e-newsletter/action alerts, on every page of your site
- Encourage your patients/activists to pass Action Alerts on, have a sign up at the bottom

How Often?

- Too many = burn out
- Too few = Who is this from?
- Two to four messages per month is just about right
 - Exception is when you're in the thick of a battle

Tip for Websites (Not just advocacy)

- Make sure your site is
 - Findable (easy website name)
 - Navigable (easy to get around, intuitive)
 - Relevant (useful information)
 - Current (up to date info)
- Special Tip—always link your logo on each page to the home page

Tips on Being Current

- Constant job
- Try to distinguish between time-sensitive and evergreen content
 - www.chcanys.org
- Avoid works like “tomorrow,” “yesterday” or “next week” unless its in an action alert or press release
- Keep a spreadsheet to track pages, their messages and relevant dates so you can update

Blogs

- Should you or shouldn't you?
- If you can keep it up, even with small tidbits each day, it can be worthwhile
- Takes work
- People can sign up for RSS feeds so that they know when you've posted something new
- Blogger, Typepad

Social Networking Tools

- Also known as Web 2.0
 - Facebook
 - MySpace
 - LinkedIn
 - Plaxo
 - Twitter
 - YouTube

Reaching a Younger Cohort

- Facebook and MySpace
 - Don't use e-mail as much as communicating with “Friends” on Facebook and MySpace
- Create Causes to Organize Younger patients and even older ones who are dipping their toes into the 2.0 water
- [Keep My Health Center Healthy](#)

Connect With Other Health Care Professionals and Advocates

- [LinkedIn](#)
- [Plaxo](#)

Other Social Networking/ Social Media

- [YouTube](#) is a great example
- Upload and share videos
- Create viral impact

Online Petitions

- ipetitions.com
- [Budget Cuts Campaign petition](#)

CHCANYS

Grassroots Advocacy Network

- Priority for all CHCs
- Need to build the list in order to activate folks statewide
- Sign staff and patients up
- Without your voice, CHCANYS can't effectively make its case to the state and federal government

Putting It All Together

- CHC online advocacy
+ CHCANYS Grassroots
Advocacy Network = Success.
- We can't do it without you.