



Best Practices for TAC chapters

July 14, 2011

questions? We'll have multiple q/a breaks. Post-meeting, post your questions in the TAC Hotline

Tonight's Trainers

Michael Boldin, TAC director



Bryce Shonka, TAC deputy director



Questions?

Use the raise hand button in the WebEx Sidebar!

Asking to speak in an audio conference

Participant

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Introduction: Built for the Web

TAC is a web-based presence. While we may have “locations” around the country, it’s all from our homes...not multi-million dollar offices like heritage foundation, or even beltway locations like campaign for liberty...

That's why our goal is to be as cost-effective as possible.

The web provides us this capability. In the last few years, we've seen that we can have as much impact - with just \$30K in a yearly budget - as organizations with tens of millions.

It's the message - and the delivery of that message far and wide in low to zero cost ways.

Introduction: Helpful Web Applications

- **TAC Hotline:** Where we can communicate easily with everyone, collaborate on our ideas, share projects
 - use this **INSTEAD** of emailing Bryce or Michael
 - post news articles, questions, suggestions, help & more.
 - use new posts when a new topic is started. Please do not create new topic posts when answering other posts - as this makes the communication flow confusing
- **Google Docs:** Text Document (Word), Presentations (PowerPoint), Drawing (Paint), Spreadsheet (Excel)
 - Interactive - You can sort, manipulate and apply formula
 - Collaborative - Everyone – even people without Google accounts – can edit and update in real time
 - <http://docs.google.com>

Introduction: Helpful Web Applications

- **Google News**

- Personalize the news to get exactly the coverage you want
- Monitor coverage of issues, people and your community

- **Google Voice**

- FREE
- One number tied to you, not a single device
- Keep the same number, even when you move or change phones
- Access voice mail from any computer or your phone
- Searchable, shareable, downloadable voice mails
- voice mails are Automatically transcribed to text

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GOAL: Reach more people



We need to educate people on the proper role of government under the constitution

We need to activate people on what they can DO to stand up for liberty.

We can't do this the traditional way - it just costs too much to buy TV, radio and print ads. Even web ads can be too costly.

But, for little more than our time, we can slowly but surely reach more and more people through our website - a very powerful tool.

GOAL: Reach more people



Multiple ways we can successfully get the word out to more people - resulting in more education, more activism, more media coverage, more financial support - and more legislation that works.

Here's what we'll work on as a method to reach more people...

- CONTENT
- SOCIAL MEDIA/NETWORKING
- OUTREACH
- MULTIMEDIA
- EXPANDING YOUR TEAM
- FUNDRAISING

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A. Content is King!



New people on our website results in more newsletter subscribers, more groups looking at us as leaders, more media inquiries, more legislators finding our nullification bills, more donations, and more long-term success.

Regular content, fresh content, interesting content is the only way short of a big advertising budget to reach new people.

Without new content on a regular basis, we do NOT reach new people. Without reaching new people, we don't achieve anything. To be successful, you need fresh content. Period.

Types of Content

1. Text-based: blogs, articles, etc.
2. Multimedia: videos, podcasts, radio show, etc.

In this first section, we'll cover various types of text-based content. Multimedia will be covered later...

Text Content: Wordpress



TAC websites are powered by Wordpress - a widely used, user-friendly, open-source blogging and content management platform.

on millions of websites.

loads of help, videos, tutorials, forums on how to use the software.

novices to seasoned users have a LOT to learn, and one of the best places is here - <http://wordpress.tv/> - start with the how-to section.

Text Content: Articles and blogs



text content can be put into 3 categories. Each has value and each is attractive to certain people

1. articles - 600 words and up.

- analysis of a general concept
- reporting on a current event
- rebuttal to another article

1. blogs - 300-400 words

- introduction to a topic or principle
- short analysis of another article or youtube
- write about meetings you attend (see outreach section later)

2. excerpts

- just a few lines of personal commentary, and then an excerpt of an article elsewhere

Articles/Blogs: What to do next?



Once you've written a blog, you want to take action with it to try to generate some readership. Here's some steps to take.

1. Share it on your chapter Facebook page. (more on how to do this later)
2. Share it on the TAC hotline if you feel it worthy of sharing beyond your state - or to national TAC
3. Include it in an email newsletter (later)
4. submit to reddit and S.U. (later)
5. Submit to third party websites for reposting
6. interact and discuss! **when comments appear, respond to them.** create a community of supporters.

Text Content: Posting Schedule



Good: 2 posts per month (2 articles, 1 article/1 blog, 2 blogs)

Better: 4 posts per month

Best: 8 posts per month or more

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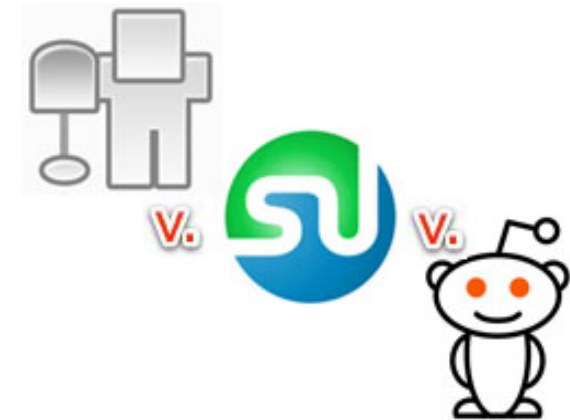
B. Getting Social



The #1 referring source for visitors to TAC websites is social media and networking websites.

Facebook is the leader, by far.

Stumbleupon and reddit are strong



Twitter, YouTube and LinkedIn also drive some traffic, but have yet to show top performance.

Using Facebook



Consistent, regular updates on facebook will grow your fan base, draw more traffic and supporters, and build your chapter.

posts should vary in type.

- links to new content on your website. all new content should be posted.
- links to important or interesting articles on other websites
- quotes - founding fathers quotes tend to be good
- videos
- questions/polls - ask for input!

Using Facebook, links



Posting links - always include a description (a snappy quote works best), plus an excerpt, and a good image.



The screenshot shows a Facebook post creation interface for a link. At the top, there are navigation tabs for 'Wall' and 'Tenth Amendment Center · Most Recent'. Below these are sharing options: 'Status', 'Photo', 'Link', 'Video', and 'Question'. The 'Link' option is selected, and a preview is shown for a link from 'Tenth Amendment Center' with the URL <http://www.tenthamendmentcenter.com/> and the text 'Concordia res Parvae Crescunt'. The preview includes a book cover thumbnail and a 'No Thumbnail' checkbox. A red box labeled 'excerpt' points to the text 'Concordia res Parvae Crescunt'. Below the preview is a text input field for a description, with a red box labeled 'description' pointing to it. At the bottom right of the input area are a privacy dropdown set to 'Everyone' and a 'Share' button. On the right side of the page, there are various sidebar options like 'Use Facebook', 'Notification', 'Promote with', 'View Insights', 'Invite Friends', and 'You and Tenth Amendment Center' with a list of friends.

Using Facebook, advanced



- **Questions:** Ask about current events, use as a poll, etc.
- **updates:** work like a direct email. not opened heavily, but reaches a certain % of people who prefer email communication. **Use this sparingly. no more than 1/week.**
 - instructions - click "edit info" at the top, click "resources," click "send an update"
- grow your friends list, suggest to friends
- **"Use Facebook as Tenth Amendment Center"**

Facebook Posting Schedule

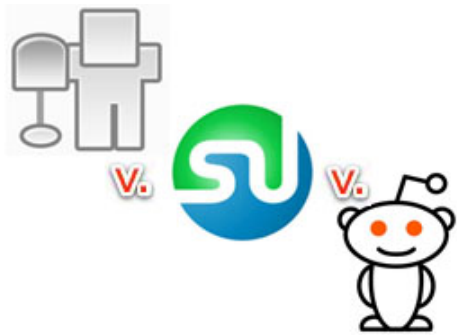


Good: 3/week

Better: 1/day

Best: 2/day, but no more than 3/day

Social News: Reddit, SU



A social news website is a type of website that features user-submitted stories that are ranked based on popularity.

reddit.com and stumbleupon.com are strong performers. set up free accounts there

If you're regularly reading through news links already, you can choose to submit 4-5 of them to each SU and reddit. Then submit a url from your TAC website. keep this ratio. 4-1 or 5-1

This is a SLOW process. But if you do this over a long time, you'll get a following and loads of traffic

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C. Outreach: Getting Personal.



Targeting 4 segments:

1. like-minded groups
2. general public
3. legislators
4. media

Using various methods:

1. email
2. phone
3. personal meetings
4. webinars

Outreach: Groups



Common Ground! We're looking to connect with all groups with even 1 issue in common.

Examples - NORML/weed. We Won't Fly/TSA. Sean Hannity/Obamacare. and others.

1. compile list of groups in your state/area (use google docs!)
2. email - introduce yourself. or CALL!
3. offer to publish 10th amendment-related articles by their group and link back to them
4. attend group meetings. interact. share ideas.
5. send email updates on IMPORTANT items. use mailchimp for FREE.
6. offer to hold an educational webinar

Outreach: General Public



Send Newsletters!

You first need regular content.

Then, send out a monthly update of your most important news. OR, if you have some action alert for your state, send out instructions on what people should do. (i.e. legislative alerts, ask Lesley Swann!)

Email alerts must be approved by National. Have yet to reject ANY.

<http://grassroots.tenthamentcenter.com/?p=356>

Outreach: Legislators

Common Ground! We're looking to connect on even a single issue, like with groups.

1. compile list of legislators in your state (use google docs!)
2. email - introduce yourself. or CALL! (mention that you're a volunteer)
3. send them legislation on topics that interest them (<http://www.tenthamentcenter.com/legislation/>)
4. send email updates on IMPORTANT items.
5. offer to hold an educational webinar, include group leaders?



Outreach: Media



1. collect a list of media contacts around the state (use google docs!)
2. work with Mike Maharrey on what to do next - including sending releases AND submitting op-eds.

there is no #3. only two. but get to work on those media contacts and you'll quickly learn how to do some outreach.

Doing Outreach



Good: quarterly emails to groups, legislators and subscribers

Better: bi-monthly email, attend meetings, do press releases when possible

Best: monthly email, set up webinars, set up your own meetings

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D. Multimedia



There are people who only read text. there are others who only watch videos. There are others who only look at pictures. There are others who only listen to audio. there are small numbers of people who do all of the above.

That means - for each new "channel" you release content on, you reach more new people who you never reached before!

YouTube



YouTube

- create a channel for your chapter! - use your TAC email address to set up a youtube account
- do a regular "vlog" - video blog of you talking about a current topic for 3-5 minutes
- create a video article - read the text of an article from the website into an audio track, add images to create an interesting video. (see Jack Hunter's videos for examples)
- YouTube now has built in tools to make your own - <http://www.youtube.com/create>

Podcasts



Get a microphone, and some headphones.

Download Audacity - for FREE.

Click the record button and talk away!

Add some intro music. export. upload to
podcast alley. <http://www.podcastalley.com/>

voila!

Well, that's oversimplified, but this is where
you start. The key is to just dive in.

Tenther Radio



Start doing a podcast, create great content, and we'll likely ask you to graduate to a weekly live radio show on TRX: Tenther Radio.

We have 3 hours of broadcast time every day, 7 days a week, and would like to eventually fill those hours with multiple weekly shows from TAC chapters around the country.

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E. Expand your team



VOLUNTEERS NEEDED



No one can do this alone! Trying to do all these tasks every week is a full time job!

It's essential to find help.

1. volunteers - someone who helps behind the scenes, but is not an official part of the TAC team.
2. new TAC team members (coordinators, captains?) that go through our application process, submit yearly dues, take on responsibility, need to understand our message.

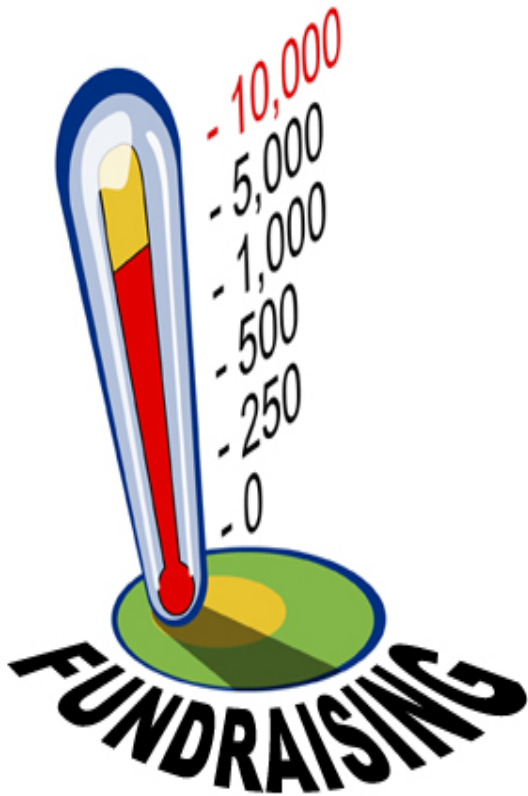
Finding help!

Here's some areas that help can arrive



- 1. Content/articles** - anytime you find a good quality article written by someone in your area, send that person an email and ask if you can repost - with a link to the original site - on your website. Doing this repeatedly will result in some new original submissions down the line.
- 2. multimedia** - some people LOVE doing this. Ask once in a while on facebook or when you meet people
- 3. new coordinators** - actively recruit through email, facebook posts and the like. <http://www.tenthamentcenter.com/local-coordinators/>

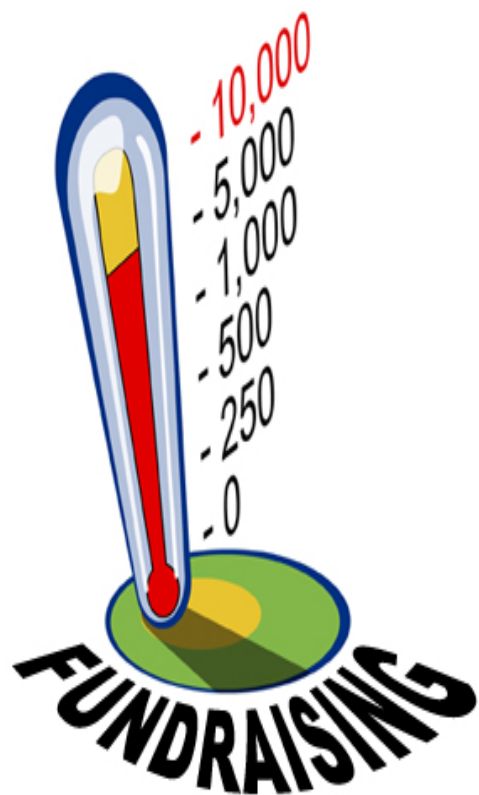
F. Fundraising



We're just learning on this and don't really know what it's going to take to raise money.

What we DO know from experience, though, is this - the more that people hear about you, read about you, read your work, watch your work, see you speak, and even meet you, the greater the chance they'll help you financially.

How we've raised \$\$



We've never raised much money, but there's been some, enough to gradually improve and increase.

We've raised some money solely through consistent content and strong web presence.

We've raised some through events.

We've raised some by including a donation button in our emails, and some by phone.

But, we need to learn. so please experiment and share your ideas in the TAC hotline!

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Good



Facebook Posts: 3/week

Articles/blogs: 2/month

Comments: reply to website comments as soon as you can

Outreach: Regularly compile contact info for groups and legislators

Newsletter: Quarterly email update to subscribers

Groups/Legislators: Quarterly email update

Better

I do not try
to be better
than anyone else.
I only try to be

**better than
myself.**

-Dan Jansen

Facebook Posts: 1/day

Articles/blogs: 1/week

Comments: reply to website comments as soon as you can

Outreach: Regularly compile contact info for groups and legislators

Newsletter: Bi-monthly email update to subscribers

Groups/Legislators: Bi-monthly email update

Meetings: attend other group meetings

Best



Facebook Posts: 2-3/day

Articles/blogs: 2+/week

Comments: reply to website comments asap

Outreach: Regularly compile contact info for groups and legislators

Monthly email - to subscribers, groups, legislators

meetings: hold and organize your own

Webinar: for members, groups, legislators

multimedia: youtube, podcast

THANK YOU!

Thank you for being involved in the Tenth Amendment Center!

Without your dedication to the message, to the cause, to the organization, and to liberty - we couldn't do what we're doing today. Thank you....and thank you. Extremely grateful is an understatement!

