

Technology for Collaborative Civic Engagement Campaigns

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Online Collaborative Communities

Sociological Definitions –

- Shared Interests, experiences, needs
- Sense of belonging & being needed
- Develop a shared identity
- Strong ties vs. weak ties
- Especially suited for developing weak ties
- Develop new contacts
- Exchange information
- Foster new ideas



Online Collaborative Communities

Working Definition –

A social activity that involves groups of people interacting online. These communities may be long or short term, large or small, national or international, and completely or only partially virtual. (Preece & Maloney-Krichman, 2003)



Benefits of Online Communities

- Increased opportunity for engagement
- Reduced cost
- Increased knowledge
- Long-term sustainability of partner organizations
- Whole is greater than the parts
- It works



Develop A Plan for Collaboration

1. What is the goal (shared vision)
2. What is needed to accomplish the goal
 - a. Costs
 - b. Hardware
 - c. Software
 - d. Staff
 - e. Marketing
 - f. Other service providers



Develop Your Community

3. Get commitment from necessary stakeholders
 - a. All Organizations
 - b. Funders
 - c. Vendors
 - d. Others

4. Clearly define and understand responsibilities



Develop Your Community

5. Assign project manager(s)
6. Develop & manage budget & timeline
7. Develop, test, train, deploy
8. Engage, track, respond, re-engage



Keys to Successful Collaborative Engagement

1. Keep it simple. Focus on a few things
2. Make it easy to participate
3. Communicate core shared value(s)
4. Create opportunities for local engagement
5. Track and report on activity
6. Provide for ongoing communications
7. Move to organization specific relationships



Some Online Collaborative Tools

- Chat Rooms – [Breast Cancer](#)
- Bulletin Boards – [Greater Chicago](#)
- List Serve – [Charity Channel](#)
- Discussion Groups – [Distance Education](#)
- News Groups – [Google Groups](#)
- Blogs – [Groundspring](#)
- RSS (Real Simple Syndication)
- Meeting Rooms / Classrooms
- Synchronous vs. Asynchronous
- Portals – [Drupal](#), [Plone](#)



National Voice - Model of Collaboration

In one year National Voice went from a loose collaboration of 40 organizations to a national force in voter education and mobilization with over 1,000 participating organizations and over 6 million engage citizens.

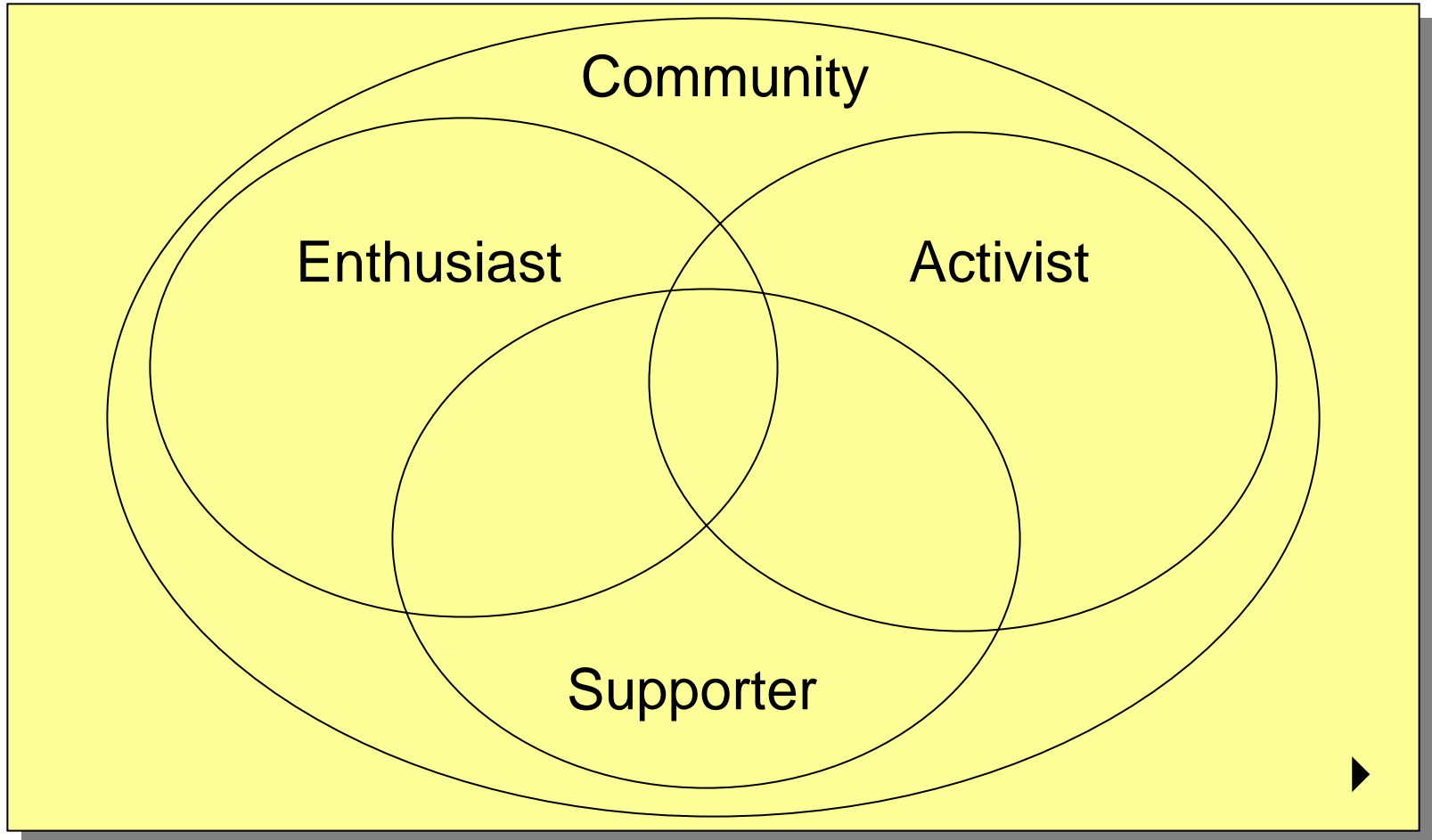


Sustaining online communities & relationships

Collaboration can be a key component in the sustainability of an organization's online community building by providing a stream of engaged citizens ready to move into deeper levels of engagement.



Spheres of Online Communities



Sphere of Activists

- Ask your supporters, others to take some action.
- Driven by interests of participants.
- Opportunity for collaboration.
- Viral development of participation.
- Increased understanding of participants.
- Higher level of personal data may be required.



Sphere of Enthusiasts/Volunteers

- Build relationships on interests of participants.
- Collaborations with similar organizations.
- Discussion groups.
 - Moderated, un-moderated.
 - Email or web-based.
- Viral development of participation.
- Controlled by participant.
- Low level of personal data required.



Sphere of Contributors

- Ask your supporters to give online.
- Personalization of ask.
- Increased efficiency, reduced costs.
- Automation of communication & transaction processing.
- Access to donation information.
- Integration with other solicitation channels.



Organization A – Large National Nonprofit

47.5% Female – 38.4% Male

87% Urban

75% White – 25% People of Color

Generational makeup

Millennials (born between 1982-2002) 34%

Diversity (born between 1964-1981) 35%

Boomers (1945-63) 16 %

Adaptive (32-44) 10%

GI Before 1931 5%

57% High School – 25.1% College/Graduate

42% High Income – 21% Middle Income



Organization B – Small State Nonprofit

26% Female – 55% Male

87% Urban

78% White – 22% People of Color

Generational makeup

Millennials (born between 1982-2002) 33%

Diversity (born between 1964-1981) 33%

Boomers (1945-63) 15 %

Adaptive (32-44) 12%

GI Before 1931 9%

57% High School – 25.1% College/Graduate

42% High Income – 21% Middle Income



Average Overall Gift Amount

	<u>Organization A</u>	<u>Organization B</u>
Donor	\$53	\$54
Donor/Activist	\$61	\$66
Donor/Activist/ Volunteer	\$64	\$86
% Increase	18%	39%



Online Giving & Advocacy

	<u>Organization B</u>
Online Donor (03)	\$65
Online Donor/Activist (04)	\$74
04 Renewal Rate	30%
Increase net Revenue	\$.50 per dollar given



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