



Kick it up a Notch:

How Advanced Advocacy Tips and Tricks Make
a Difference and Help Elevate Issues in an
Election Year



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Who is M+R?

Campaigns that
win real,
lasting change

MacArthur Foundation



National Active and Retired
Federal Employees Association

ASPCA[®]

We take risks.
We work hard.
We don't stop
until we win.



Transportation
for America



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

unicef 
united states fund



**AMERICAN
LUNG
ASSOCIATION[®]**
Fighting for Air

Today's Presentation:

- **2** Speakers
- **1** Case Study
- **4** Good-to-Know Campaign Tips
- **Tons** of follow-up links

A Case Study...

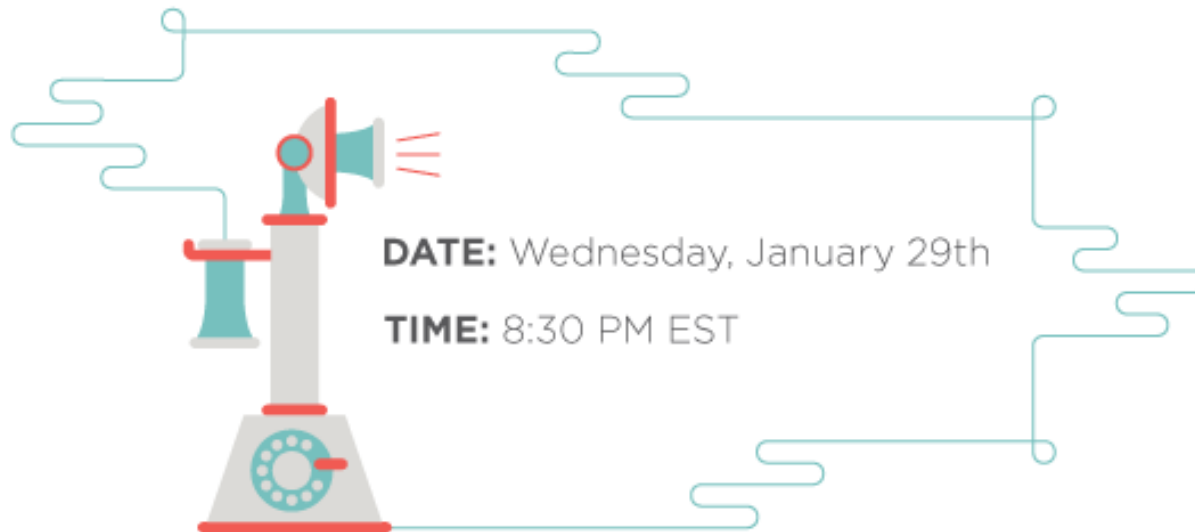
Advancing Women and Families in 2014

Join us for

LET'S TALK ABOUT IT

a call to discuss

Advancing women and families in 2014



DATE: Wednesday, January 29th

TIME: 8:30 PM EST



15,900
participants

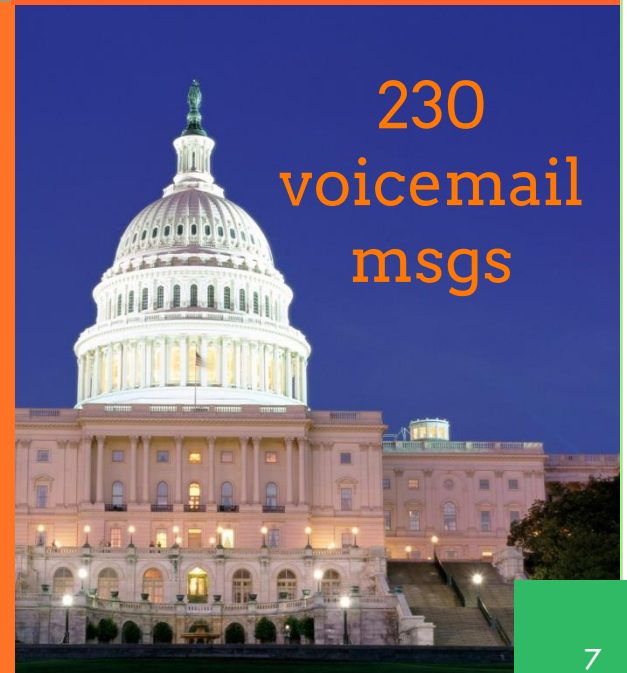
7 compelling
speakers &
a celebrity
moderator

1,700 hashtag
mentions

#advancewomen



RESULTS



Now, let's talk about...

What Worked?
Why?
What did we learn?



Best Practices Checklist

Make
sure you
have

Storytellers & Leading Voices

X

Have a Good Ask

X

Engaged Media

X

Leverage Social Media

X

#1: Stories Rule the Day (...yes, still!)

- * IDing Storytellers
- * Maximize your storytellers



Free Advice!

Storytelling and the Power of Making Headlines



#2: A Good Ask = A Good Campaign

- * Can be tricky during an election year
- * Get specific...
- * ...or stay general!
- * Leverage evergreen activities



Free Advice! Hitting a Home Run for Your Cause
and Storytelling and the Art of Email Writing



#3: Media Can Help Tell Your Story

- * Leverage your storytellers
 - Let them make your call to action
- * Media-only events
- * Media-included events
- * Photo opps



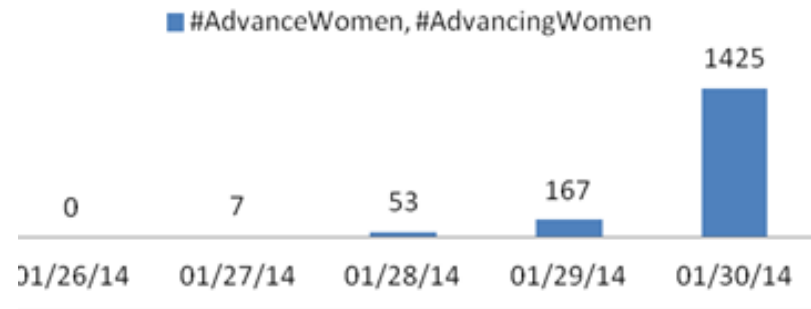
Free Advice!

[Pick Up Lines for Reporters](#)

#4: Social Media 202

- * Own it, don't fight it
- * Keep it simple
- * Leverage partners
- * Don't be afraid to invest
- * Take part in existing conversations online

Telephone Town Hall Hashtag Use



Free Advice! [Top 5 Tips for Promoting Facebook Posts Like a Pro](#) and [4 Ways to Take Advantage of Specific Targeting on Facebook](#)

Conclusion

Tell awesome stories

Talk to us!

Hanah Smith

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Free advice!

Visit: mrss.com/lab

Make good asks

Engage the media

Leverage social media

Thank You! Questions?

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