



Keeping Supporters Engaged When Crisis Is the New Normal

 **everyaction** PARSONS | TKO

Webinar Recording

A recording of this webinar will be available for download by the end of the week via our website.

everyaction.com

Zoom: Asking Questions

Questions



Q&A



Chat

Technical Questions



Raise Hand

Bios



Adam Good

[Position]

[Company]



Mike Liddell

[Position]

[Company]

Engaging...During Crisis

1. If the past few months felt like years...
 1. The next few years will feel like decades
2. **Crisis is the new normal**
3. What does that mean for:
 1. You (personally as a human)
 2. You (as a valuable member of an organization)
 3. Your organization?
 4. Your audiences (as fellow humans)
 5. **Your audience engagement**
4. Today we are going to talk about
 1. What **crisis** means
 2. What **engagement** means
 3. Some frameworks, strategies, and tactics for engaging during a prolonged time of crisis

Framing “Engagement”

Four Aspects of Engagement

Define

Measure

Encourage

Automate

Four Aspects of Engagement

Define

Who do we want to do **what** to advance our mission?

Measure

Encourage

Automate

Four Aspects of Engagement

Define

Measure

How will we know if we
are succeeding?

Encourage

Automate

Four Aspects of Engagement

Define

Measure

Encourage

What will we do to get our audiences to take the desired actions?

Automate

Four Aspects of Engagement

Define

Measure

Encourage

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What engagement steps can be automated and personalized?

Four Aspects of Engagement

Define

Who do we want to do **what** to advance our mission?

Measure

How will we know if we are succeeding?

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What will we do to get our audiences to take the desired actions?

Automate

What engagement steps can be automated and personalized?

Architecture Enables Engagement

Define

Measure

Encourage

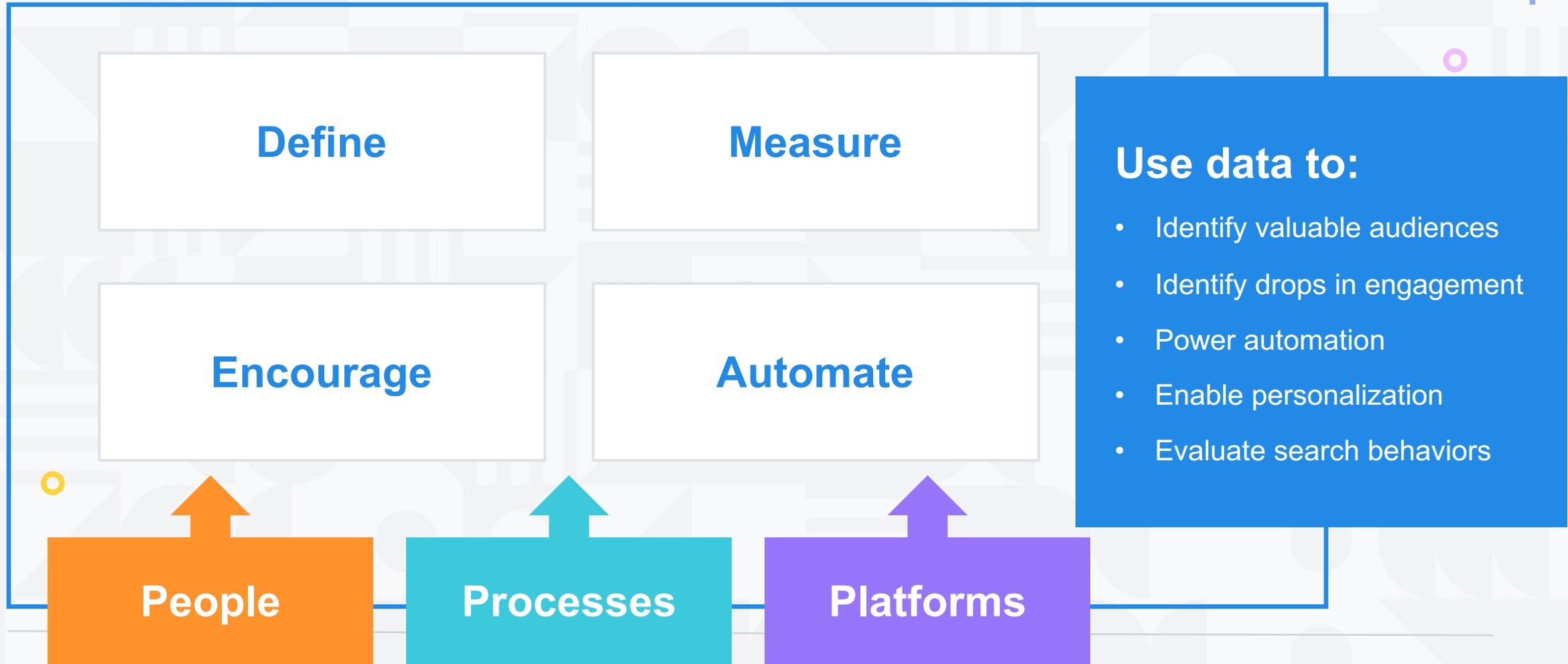
Automate

People

Processes


Platforms

Data Powers Engagement



The Impact of Crisis

You Are Not Working From Home

A woman with dark hair, wearing a blue denim shirt, is sitting at a desk in a dimly lit room. She is looking down at a laptop with a distressed expression, her hands resting on her temples. The background is blurred, showing what appears to be a home office or living space.

You Are At home.
During a crisis.
Trying to work.

It's Ok to Not Be “Ok”



As People



- Uncertainty
- Now-focus
- Survival
- Stress
- Anger
- Flight or fight
- Guilt
- Fatigue
 - Body
 - Emotions
 - Messages
 - Actions



As Organizations

- Distributed work
- Project disruption
- Resource disruption
- New responsibilities
- Funding uncertainty

Remember

- Breathe
- Be mindful
- Be kind to yourself
- Extend compassion
- ...this too shall pass



Keeping Supporters Engaged

First...

Supporters are people, too.

Three Principles for Ongoing Engagement

- 1 **Foundational:** Authentic Communication
- 2 **Strategic:** Compassionate Realism
- 3 **Tactical:** Focused Experimentation

1

Foundational:

Authentic Communication

1. Acknowledge (shared) humanity
2. Speak in your own voice (organizational/personal)
3. Understand this is uncharted territory



2

Strategic: Compassionate Realism

1. Be realistic about what you can accomplish
2. Define what engagements matter most, right now
3. Use data to identify opportunities or gaps



3

Tactical: Focused Experimentation

1. Adopt a testing mindset
2. Choose a tactic to test... and define how you will evaluate it
3. Identify opportunities to automate



Revisiting Engagement

Define

Who do we want to do **what** to advance our mission?

Measure

How will we know if we are succeeding?

Encourage

What will we do to get our audiences to take the desired actions?

Automate

What engagement steps can be automated and personalized?

Engagement Mad Libs

DEFINE

We want _____ (audience) to _____ (engagement action) .

MEASURE

We will look at _____ (data point) to evaluate success.

ENCOURAGE

We will try _____ (engagement tactic) .

AUTOMATE

We will automate _____ (automation tactic) .

Example: Email Sign-Ups

DEFINE

We want new email subscribers to view our most compelling content.

MEASURE

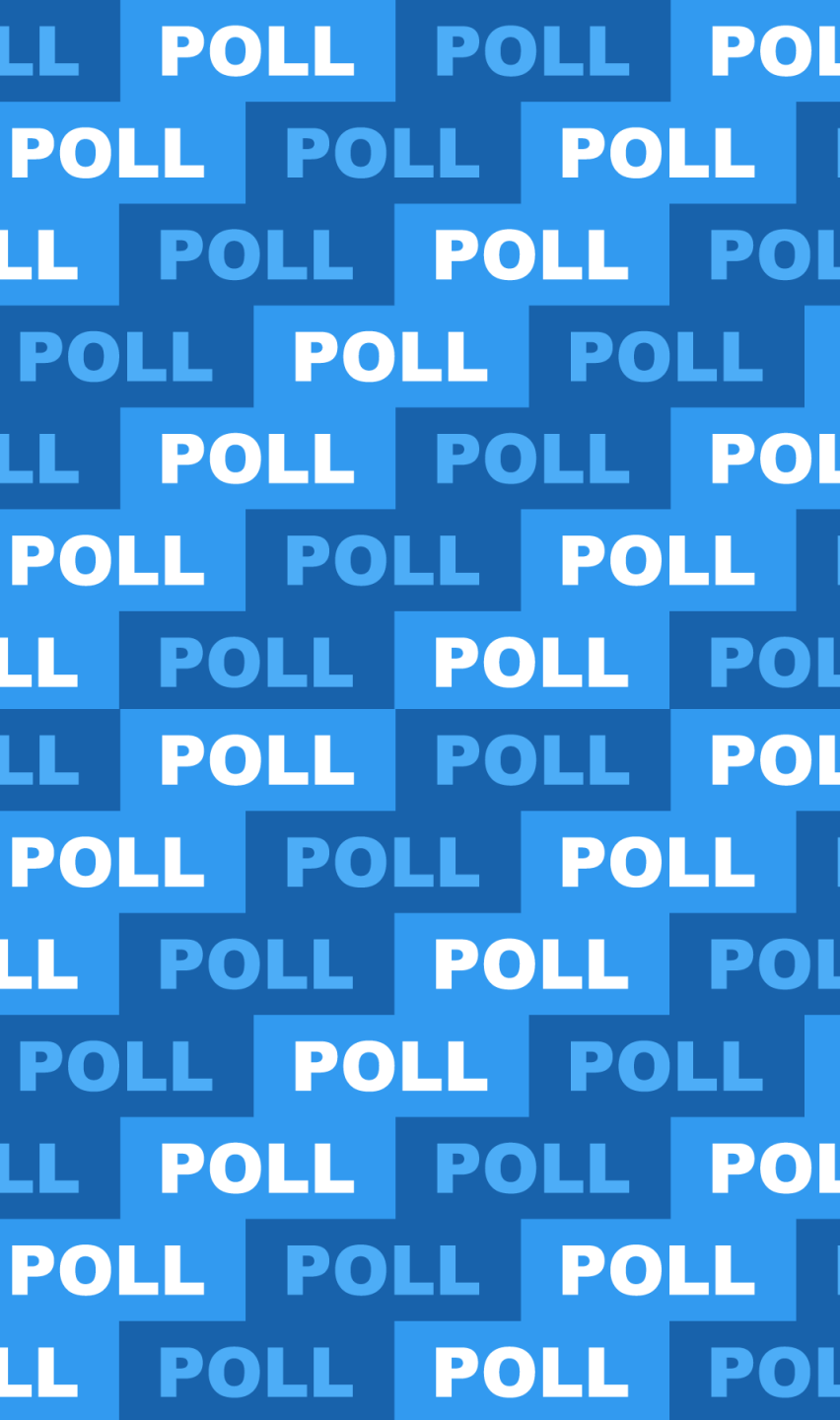
We will look at opens, click-through rates, and content consumption on our site (for new email subscriber segment).

ENCOURAGE

We will re-evaluate our welcome email (series) and adjust its content to align with our goals and the current crisis.

AUTOMATE

We will automate a standard welcome series and define engagement scores to support future segmentation, personalization and automation.



Poll

What engagement goal do you think is most pressing for your organization right now?

1. **Engage current audiences**, such as regular readers of your content
2. **Re-engage drop-offs**, such as audiences who regularly attend in-person events or volunteered
3. **Retain donors**, such as “crisis donors”
4. **Upgrade donors**, from one-time to monthly, for example
5. **Encourage advocacy action**, such as signing a petition

Engagement Mad Libs

DEFINE

We want _____ (audience) to _____ (engagement action) .

MEASURE

We will look at _____ (data point) to evaluate success.

ENCOURAGE

We will try _____ (engagement tactic) .

AUTOMATE

We will automate _____ (automation tactic) .

Additional Approaches

Additional Engagement Tactics

- Host a virtual town-hall
- Attend and/or organize online community events
- Ask for feedback directly with audience surveys
- Partner with a front-line adjacent organization with mission overlap

What's EveryAction?

We're a unified CRM. We offer Donor Management, Email, Online Forms, Advocacy, and Volunteer Management.



ALL IN ONE PLACE.

Q&A



5 Takeaways

1. Everyone is in crisis, including you.
2. Supporters are people, too.
3. Determine what engagements matter most right now.
4. Use data to understand your opportunities.
5. Test tactics to increase engagement.

Additional Resources

And don't forget...

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