

Digital Empowerment: Winning with Petitions



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Questions? nightschool@democracyforamerica.com

Twitter: [@DFATraining](https://twitter.com/DFATraining)

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Tonight's Presenters



**Mohammad
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**National Immigrant
Youth Alliance**



Flavia de la Fuente
**National Immigrant
Youth Alliance**



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Democracy for America

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Questions? Use the Q/A tool in the WebEx side bar.



Meet Us

- www.DreamActivist.Org
- National Immigrant Youth Alliance



3 Questions? Use the Q/A tool in the WebEx side bar.



Education Not Deportation (END)

- Working with immigrant youth
- Identified community need
- Idea turned into END cases



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Case Study #1: Herta Llusho

- From Albania – 9 years-old – now 19
- Filed for asylum
- Case takes almost a dozen years
- Two weeks to leave – August 19th 2009
- Deportation deferred (Plus mom!)



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Case Study #2: Taha Mowla

- From Bangladesh – 2 years-old – now 18
- Filed for asylum – Father deported 2 years later
- Afraid to do media coverage
- Two weeks to leave – July 29th 2009
- Deportation deferred (Plus mom!)



6 Questions? Use the Q/A tool in the WebEx side bar.



Overview: Why it Worked

- Background information
 - Having a narrative
 - Emphasize urgency / time limit
- Targets
 - Local / national Members of Congress – ICE / DHS
- Action alert – Make an ask
 - Petition, email, faxes & calls
- Local actions – Make a second ask
 - Rally, press conference, vigil etc.
- Media
 - Getting profile covered
 - Use different types of media
- Results
 - Ask granted or a compromise is made

7 Questions? Use the Q/A tool in the WebEx side bar.



Choosing Your Target

- Smaller more localized targets mean more of an impact
- One or two targets maximum
- Who makes the decisions?
- Having secondary targets
 - Letter of support from state senator can evoke action from U.S. senator.

Questions?



- Ask Mohammad & Flavia!
- Use the Q+A panel or email your question to nightschool@democracyforamerica.com

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Creating Petitions

- www.change.org
- Allows for multiple targets
- Easy to use, easy to share
- Can print final list of signatures to hand deliver / fax
- Keep record of who signs – list building
- Continued contact
- Ticker allows to see how close to total, hypes it up
- Allows for action alert before petition

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Questions? Use the Q/A tool in the WebEx side bar.



Building the Movement

- Have graduated asks
 - A call-in & e-mail ask
- Make it easy to share
- Maintain the narrative
 - A longer profile ask for blog posts / media pieces
- Be flexible
 - Your ask can change
- Have continued communication

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Questions? Use the Q/A tool in the WebEx side bar.



Summary

- Media builds legitimacy
- Be creative
- Create own media
 - Blog posts → Cross posts
 - Contact progressive media (firedoglake etc.)
- Stay on message, maintain the narrative

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Questions? Use the Q/A tool in the WebEx side bar.



Tips & Tricks

- Use www.bit.ly for all links
 - Number of hits and from where
 - Easy to share and remember
- Update regularly, include how to take action
- Incorporate online actions into local actions
 - Petition link to all posters, signs etc.
 - Mention petition on news etc.
- Build the urgency

Questions?

Use The Q/A Tool in the WebEx Sidebar

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March 23rd - Citizen Advocacy and your Elected Official

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