

Flash Causes

Crowdsourcing: the engagement imperative and how it's changing the way we manage ourselves, target need, and move money to get stuff done

“the Obama effect”

- It's not about YOU. It's the cause, stupid.
- The middleman is dead. People prefer “direct.”
- Share. Partner with groups fighting for what you champion.
- Create a movement, not just awareness.
- Offer an experience. People respond to what moves them.
- Make your site a portal for action v. passive information.
- Be consistent with your message. Keep it simple. Say it often.
- Ask people to talk about themselves. People want to be heard.
- Use multiple forms of online communication simultaneously.
- Don't pretend to have all the answers. Enlist help. Nobody helps a know-it-all. You're in this together; “Yes WE can.”

Crowd-power: Now what?

- Engagement is all
- What works/what's **next**:
 - Mobile “crowd-tools”:
 - UNICEF: Rapid Android
 - WikiMap: Mob protection
 - Volunteers on demand (Extraordinaires, dosomething.org)
 - Flash action/causes:
 - Evolution from *Frozen Grand Central* and SMS – **SHOW CLIP**
 - Next: Ground Crew, Quiet Riots, 3rd Whale

Cause “docs”

- Storytelling as viral, *emotional* engagement
 - Eyewitness (Twitpic, *Burma VJ*, Girls Like Us) *outrage*
 - Branding (Girl Effect) (emotion cuts through noise) *urgency*
 - Problem-solving/sharing (Bike Lane Emergency) *community*
 - Citizen News (Virtual Guantanamo, HSUS) *contribution*
 - Sarah Boyle singing/viral video to share – *support, possibility*

Twitterati

- What works:
 - Sharing tool (**Twitter Vote Report**) + lesson
 - Marketing tool (“**News**” filters; shared & self updates)
 - Organizing tool
 - Engagement
 - Fundraising (**Charity Water/Twestival**)
 - Swarms and single-issue, short-focus projects (see CG)
 - Social capital (**Branded hash-tagged hosts of conversation**)

Risks

- *Crowds tough to manage*
 - Brooklyn Museum (support shortfall)
 - British train mob (off-message)
 - Twitter Vote Report (independent)
 - Twestival (missing tallies)
 - Swarms (political)
- *Crowds are “high-maintenance”*
 - Engagement /community managers [*micromanaged feedback loops are good!*]

Benefits

- **Idea-harvesting. Here's my crowdsourcing via Twitter re harnessing the crowd:**
 - jeffshuck@causeglobal **Events are a powerful way to move online advocates offline. Create something to attend!**
 - jonratliff@causeglobal **Face-to-face mtgs deepen the enthusiasm for activism. I suggest a Tweetup**
 - Mary_Joyce@causeglobal **Obama campaign used MyBO to ask online supporters to host house parties to reach out to their offline social networks**
 - paulcip@causeglobal **Let everyone proposed and lead their own fave activity related to group objectives via mail list, bbs, etc.**
 - jaygoldman@causeglobal **promote cross-platform: FB, LI, Twitter, email/blog/online polls&petitions = offline events**
 - jpickett1968@causeglobal **Ask potential peeps to tour your facility to assist with fundraising or volunteering**
 - tomid@causeglobal **Make it easy; identify leaders/super-activists or would-be leaders and empower them to host local events**
 - easybey@causeglobal **Actions that r easy/doable. Save Darfur Coalition asks to organize events, vigils and they r successful <http://rde.me/Nz>**
 - @carlainsf@causeglobal **Reward verified offline actions with online social credit. E-Karma!**
 - #DN09 audience? What do YOU think?

7 Questions BEFORE using Twitter

- Organizational goals to achieve?
- What audiences are you trying to reach?
- How much staff time can you lend to it?
- Who will Tweet in the organization?
- What will you write about?
- How often will you measure the impact?
- How will you measure it?
- Does it sound fun?

Top 10 Trends

- Co-creation networks (esp. budget-squeezed)
- Social capital trumps fundrais'g in value to brands/orgs
- Community engagement managers (CRM writ social)
- “Impact updates” (micro-management)
- “De-friending” becomes *de rigueur*
- Social media policy (rules of engagement)
- Cellphone videos / rogue’s galleries
- Face-time rises (more offline meet-ups)
- On-demand volunteer armies /demonstrations
- Micro-donors / data capture strategy

More to Watch

- Managing transparency will get harder
- Smaller will mean better (“velvet ropes”)
- Flash causes will proliferate
- Twitter emerges as top new tool for change
- More companies go social
- Impact measurement goes micro
- Video games-for-change will go mainstream

Audience participation-sharing

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