

Everyone is already a digital organizer, here are 5 best practices to embrace that:

It's now more important than ever to bring our organizing efforts online. In order to promote the safety of our community and continue our work towards electing Democrats up and down the ballot, the Democratic National Committee's digital organizing team put together some ways you can keep organizing in your community during these unprecedented times:

1. Engage your community in online spaces.
2. Share your personal story.
3. Host a virtual event.
4. Move your traditional volunteer activities online.
5. Build relationships that will make people want to come back again!

Engaging your community online & sharing your story:

- Harness the power of Online Community Building through **Facebook groups**
 - Thousands of people use Facebook groups to connect with like-minded individuals across their county, state, country, etc. Search for groups that already exist, have large memberships, and are in your state. Look up keywords like "X County Democrats" or "[STATE] blue wave." Think about reaching out to groups already oriented around progressive action, such as ones in support of former candidates and campaigns.
 - Join one of the DNC's Facebook groups if you haven't already:
www.democrats.org/JoinAGroup
- DM groups on Twitter
 - Set up a DM group based on Democrats in your community (#CripTheVote, #VoteBlueNoMatterWho, etc. -- but make sure they're related to your state or community!) Engage in conversations and get others to join them as a way to share pertinent information with your new network.
- Share your story!
 - Telling people about yourself, what you're passionate about, and what drives you to fight for Democrats is always a good idea. You have a platform on social media – use it for moving people to take action.
- Collect direct to camera (selfie!) videos from your friends and volunteers on why they're supporting Democrats in the 2020 election -- and ask them to mention your keyword!
 - Post them on Twitter, ask your Twitter DM list to uplift those posts, or share them in relevant Facebook groups. Tag us if you do!

Virtual Events:

- Here are some ideas for virtual events you can host:
 - Virtual watch parties for election night returns
 - Identify individuals who participate as leads and add them to your Twitter DM list where you can ask them to opt in for more events and voting information or share your other digital organizing content.
 - Virtual town halls

- *Come & share your thoughts on X topic, an issue that is pertinent during the 2020 election.*
- Virtual voting guide
 - Who and what is on the ballot in your state? What do they stand for? These are especially useful for less high-profile, down ballot candidates and campaigns.
- Virtual panels and round tables
 - Talk about an issue that's important to your community. Invite leaders, electeds, or professionals to speak and participate on the panel.
 - Use a hashtag on Twitter to locate participants. Ask them to share pictures of themselves!
- Here's a guide on how to use Mobilize America (Our online events tool) to create virtual events:

https://help.mobilizeamerica.io/en/articles/2237765-guide-to-creating-virtual-events-shifted-and-flexible?utm_source=hs_email&utm_medium=email&utm_content=84917841&_hsenc=p2ANqtz-BjvYw1QZ5lyoh7BXftwexGjz-auM4h7Qm2WetRBGLla-gt86KW-5XIC_LcKK83rjPrjWCH26D_-CsAbCml9pb1wjBQ&_hsmi=84917841

 - And if you head over to events.democrats.org you can host your own!
- Trainings:
 - Attend one of the DNC's digital organizing 101 trainings here: <https://events.democrats.org/event/262710/>
- **Big moments to plan your events around:**
 - Digital organizing works best when we utilize **big moments**. We connect with volunteers and voters through big moments and storytelling.
 - Debates, special elections, primaries, National Voter Registration Day, campaign office openings, voter registration deadlines, weekends of action, GOTV, and of course Election Day, are all some great examples of big moments to mobilize around!
 - When one of these big moments is happening, connect around hashtags, start a discussion in a Facebook group, and get folks talking!

Move your traditional volunteer activities online:

- We know that we have to keep on organizing so consider some actions you can facilitate online and some volunteer activities that can be done remotely. Here are some of our ideas:
 - Encourage folks to **complete their Census form**.
 - Maybe there is some postcard or letter-writing to Congress that your organization needs done.
 - Set up virtual phone banks and virtual text banks for your supporters.
 - Host another type of virtual event that we've listed above.
 - Attend or host an online training for your volunteers or supporters.

Relationship building online:

- We know that people organize their own communities best. So we're asking you to do that online.
- As a local digital organizer, you are an enormous asset to efforts to elect Democrats in November!
- Always send a thank you email or follow up text message to the people who attended your event.
- Keep in touch with your community
 - Hustle, a peer to peer texting tool, is offering services to help communities get in touch for free in the wake of COVID-19. Read more here:
<https://twitter.com/Hustle/status/1239588756736229379>
- It's important to provide a volunteer experience people want to return to!

What else? Email digitalorganizing@dnc.org if we're missing something here, we **want to hear from you!** This is a critical time in the election cycle so let us know if you have other ideas!