



PROGRESSIVE TECHNOLOGY PROJECT

What does Communications Integration Look Like?

Beware of Bright Shiny New things



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This image "[Squirrels!](#)" is credited to [Jeffrey McDaniels](#).



PROGRESSIVE TECHNOLOGY PROJECT

If we put it out there (and it looks pretty), they will come



If we put it out there (and it looks pretty), they will come





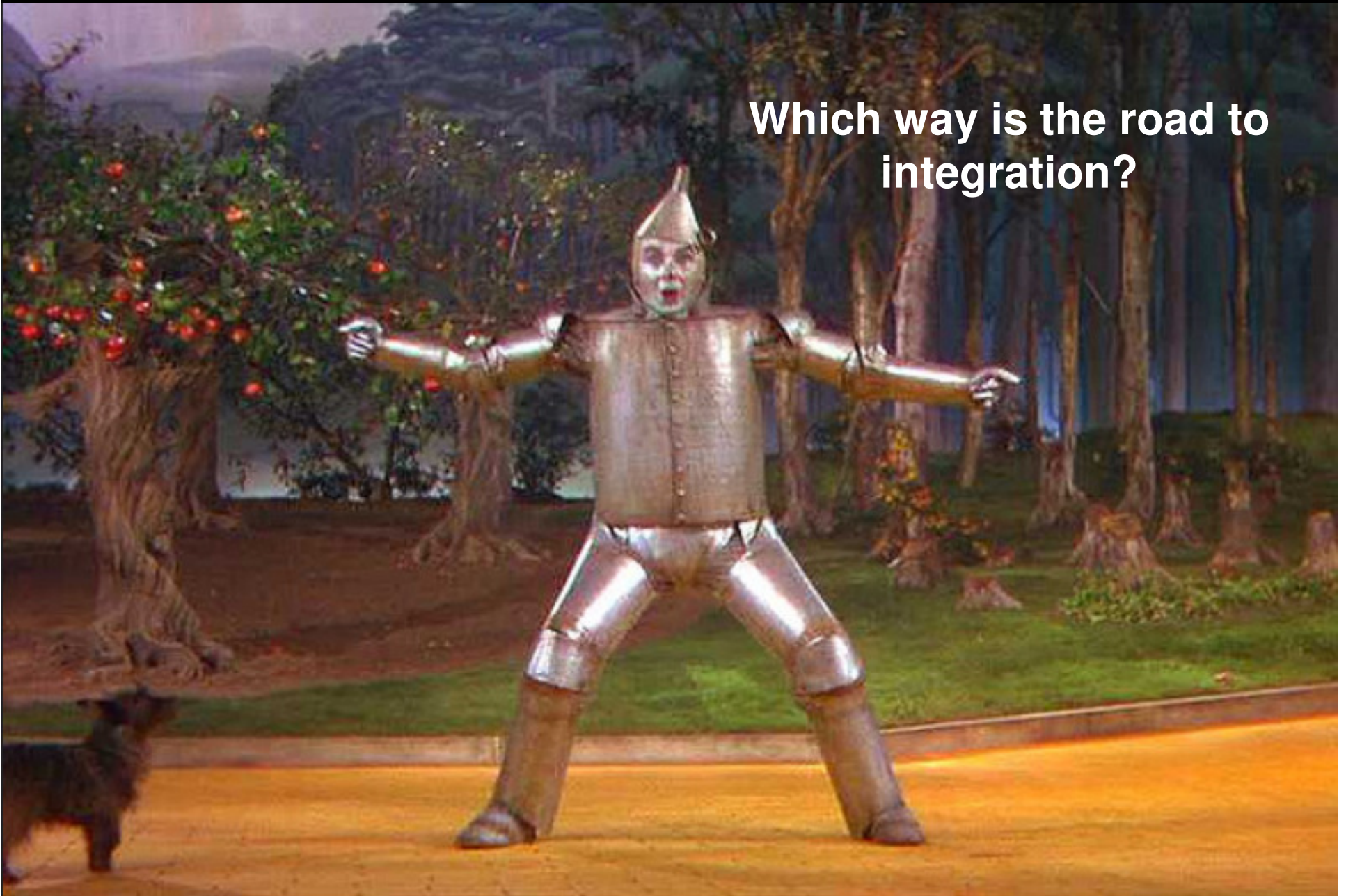
**If we could get the latest social media tool,
our communications will rock!**



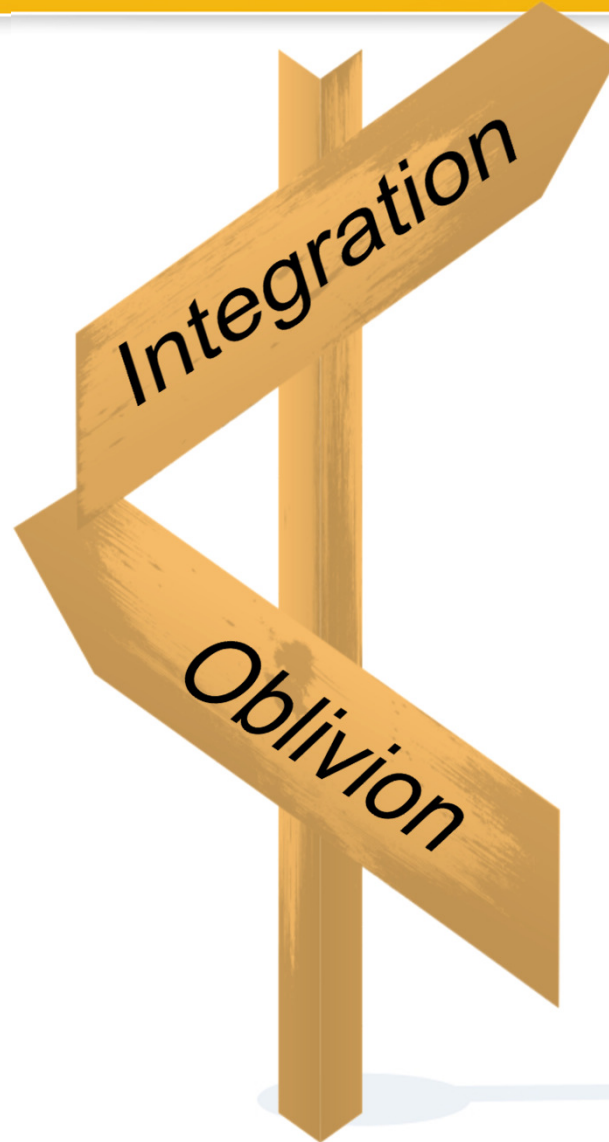
**If we could get the latest social media tool,
our communications will rock!**



**Which way is the road to
integration?**



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What do we mean by Integrated Communications?



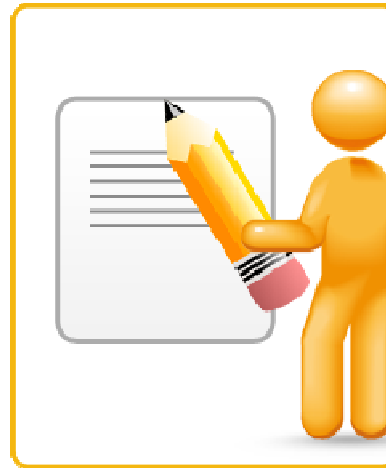
Communications are woven into almost everything.



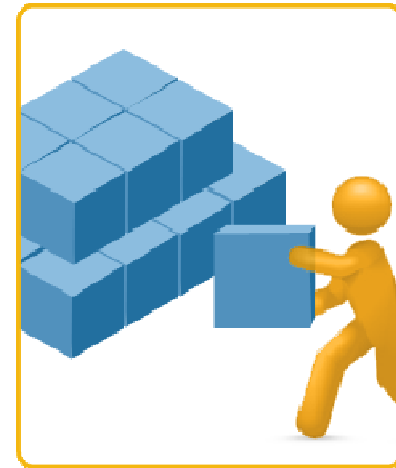
ORGANIZING



FUNDRAISING



**DEVELOPING
FRAMES &
MESSAGES**

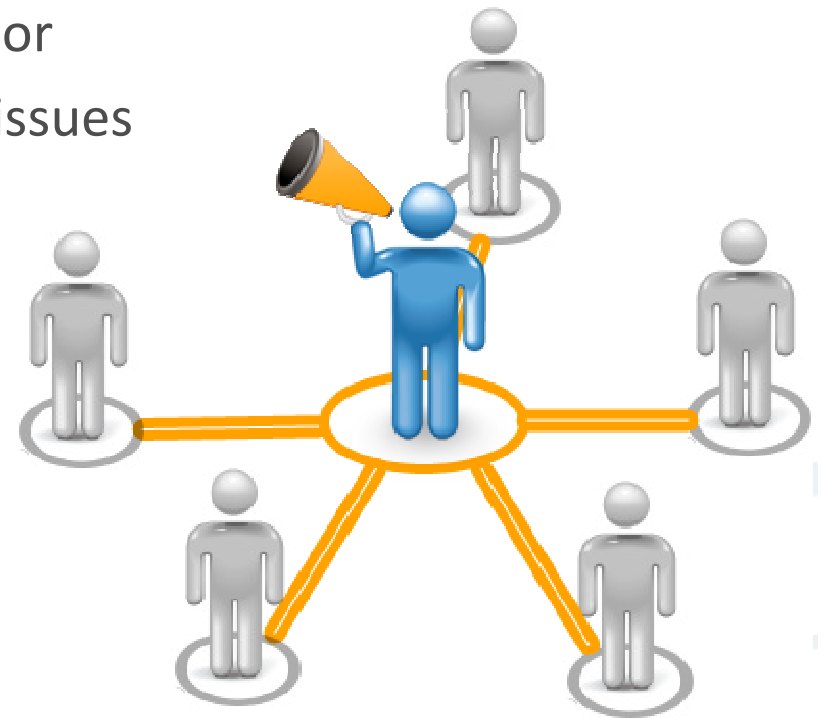


**CREATING &
CARRYING OUT
CAMPAIGNS**

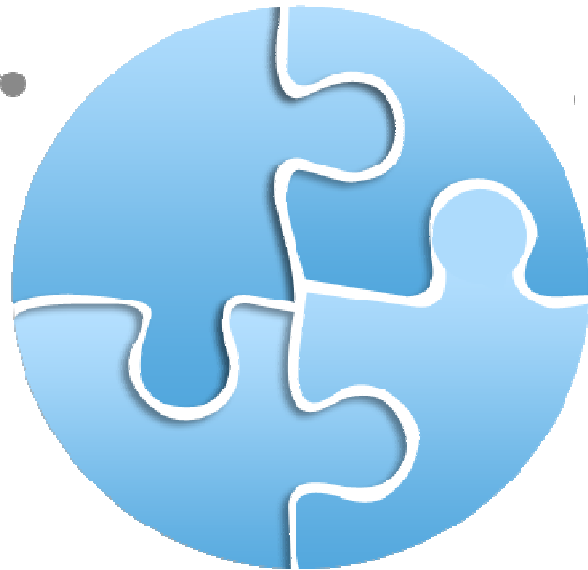


Our working assumption is that your organizations want to:

- Reach more people
- Reach a broader audience
- Reach people in a deep way
- Change people's understanding/behavior
- Frame and control the debate on your issues

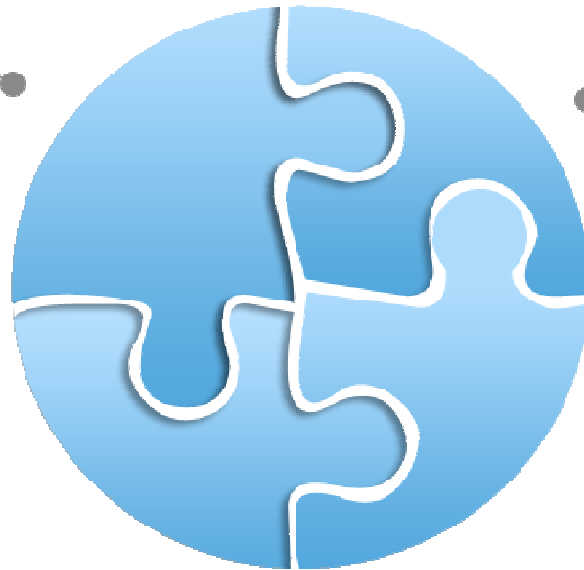


**Organizational
Communications
Practices**



**Organizational
Communications
Practices**

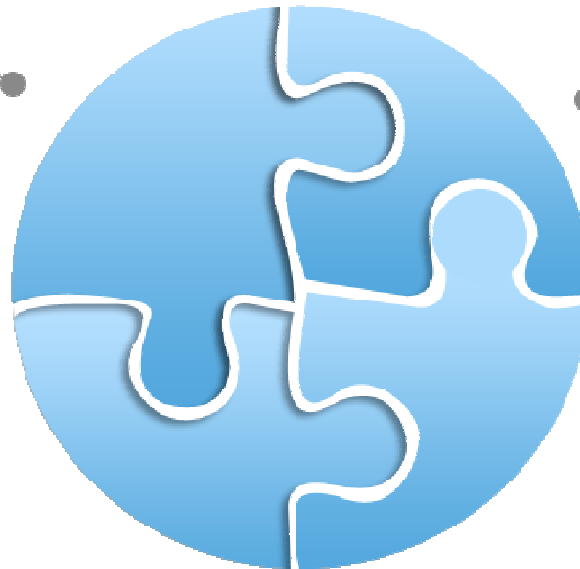
**Organizational
Infrastructure**



**Organizational
Communications
Practices**

**Organizational
Infrastructure**

Tools & Skills

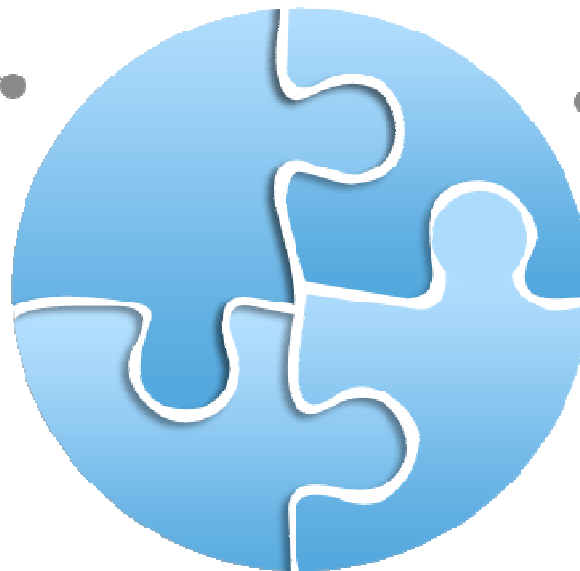


**Organizational
Communications
Practices**

**Organizational
Infrastructure**

Tools & Skills

**Organizational
Culture**





Organizational Communications Practices

The Essentials

1. Be clear about your goals





Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience





Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan





Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages





Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again





Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages





Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages
7. Evaluate your work





Organizational Communications Practices

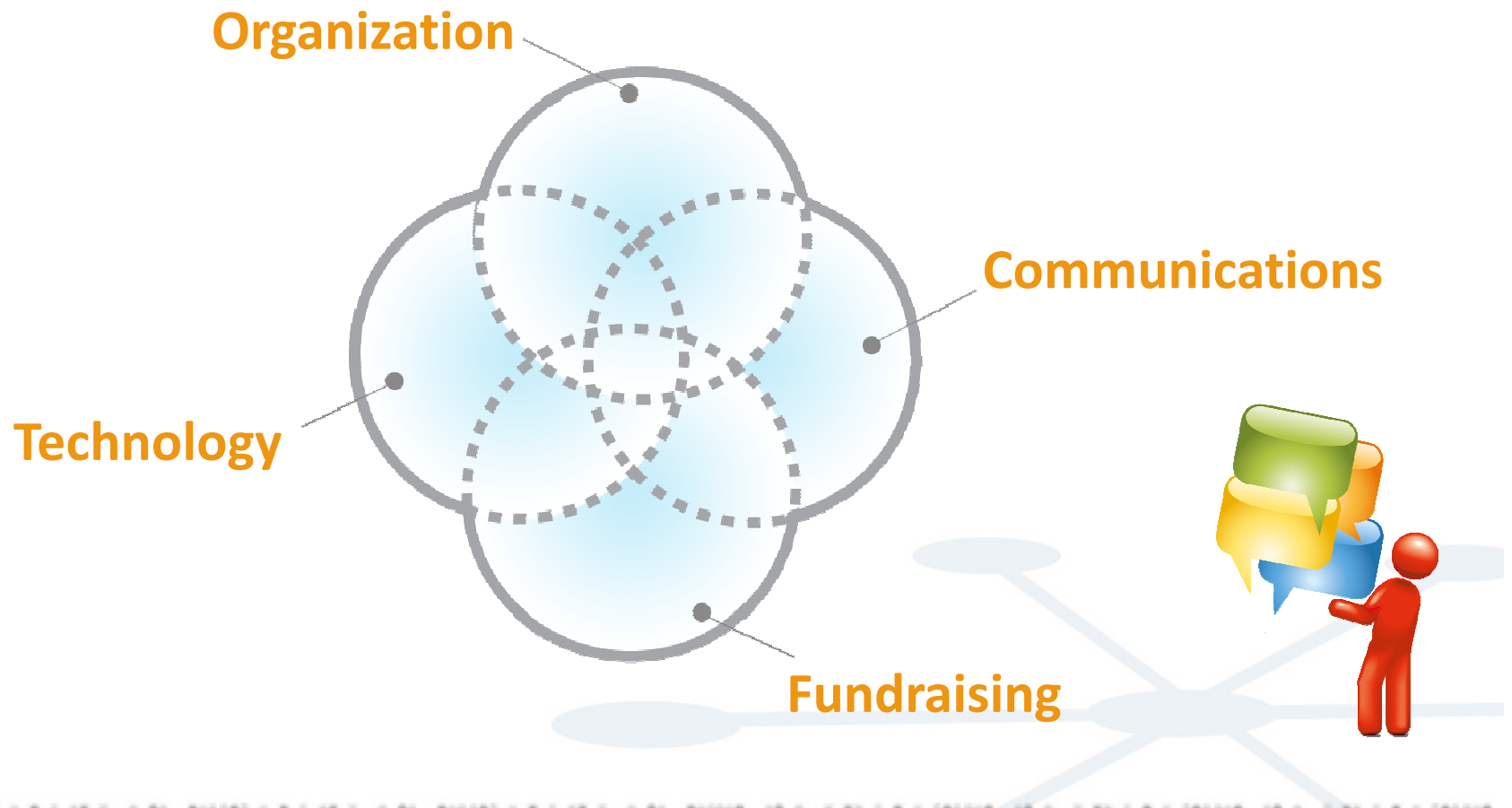
The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages
7. Evaluate your work
8. Build on what you learned





Organizational Communications Infrastructure





Organizational Infrastructure

- Lots of staff involvement
- Have a communications 'conductor'





Tools & Skills

- Database
- Website
- Facebook
- Twitter
- E-tools
- Images, Photos & Videos



Blended with your on-the-ground strategies!



Organizational Culture

- Shared approach
- Skills-building
- Everyone 'touches' communications
- Coordination not dependency



AND...
Take the time to be creative!



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So, are we on the road yet?



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Online Presence Overview



Rules of the Road: Online Presence

- **Connect all of your online presences**

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- **Connect all of your online presences**
- **Reinforce cross-channel branding through consistent colors and design**

Rules of the Road: Online Presence

- **Connect all of your online presences**
- **Reinforce cross-channel branding through consistent colors and design**
- **Drive traffic to domains that you control like your website (otherwise you don't own the data or the relationship)!!!**



PROGRESSIVE TECHNOLOGY PROJECT

Case Studies



PROGRESSIVE TECHNOLOGY PROJECT

Iowa Citizens for Community Improvement (Iowa CCI)





PEOPLE BEFORE POLITICS

[Fight for 15](#)

[Clean Water Fight](#)

[Stopping the Bakken Pipeline](#)



We're going to win a Clean Energy Iowa by...

... stopping the Fortune 500 oil company that wants to build a dangerous oil pipeline throughout Iowa.

[Read more >>](#)

DONATE



Visit our sister organization for legislative updates. ▶

SIGN UP FOR UPDATES

IN THE NEWS

- CCI blasts Branstad on hypocritical critique of Big Oil
- Why we're completely opposed to the Bakken Pipeline
- Boone Water Works customers demand action on nitrate pollution
- IUB lodges complaints against ETP's pipeline application

FIND US ON FACEBOOK



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Be the first of your friends to like this





PEOPLE BEFORE POLITICS

Fight for 15

Clean Water Fight

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TWITTER

**“If we don’t push,
nothing will happen.
Life is more
interesting
when you make a
little bit of effort.”**



cleanwaterfight



Iowa Citizens for
Community Improvement
Non-Profit Organization

Sign Up Liked Message

Timeline About Photos Events More

3,765 people like this
Laura Agelvis S. Gaitan and 14 other friends

79 people have been here
Katie Bryan

Invite friends to like this Page

4.4 of 5 stars - 48 reviews
View Reviews

ABOUT

With thousands of members from all walks of life, we get things done on critical issues impacting everyday Iowans.

<http://www.iowacci.org/>

APPS

Twitter

Post Photo / Video

Write something...

Post

CCI Iowa Citizens for Community Improvement
6 hrs ·

Happy Friday! Here's to all of you justice fighters – thank you for all you do. Let's keep pushin'.

**"If we don't push,
nothing will happen.
Life is more
interesting
when you make**



Create Page

- Recent
- 2015
 - 2014
 - 2013
 - 2012
 - 2011
 - 2010
 - 2009
 - 1997
 - Founded

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True Love REUNITES THEM!
usmagazine.com
After going their own ways 15 years ago, the ex-couple is falling in love all over again!



New Homes In Austin Ho...
Choose from a variety of neighborhoods & home designs from the mid \$200s to low \$800s.



cleanwaterfight



TWEETS 5,032 FOLLOWING 1,656 FOLLOWERS 2,045 FAVORITES 234 LISTS 6



Follow

iowacci

@iowacci

Simple vision that everyday people can be a powerful force for justice. Believe organizing is the most effective way to bring about meaningful change.

Des Moines, IA

iowacci.org

Joined December 2008

Tweet to iowacci

Tweets Tweets & replies Photos & videos



iowacci @iowacci · 7h

Happy Friday! Here's to all of you justice fighters – thank you for all you do. Let's keep pushin'.

Life is more interesting



Who to follow · Refresh · View all



CPA-SanFrancisco @CPASF
Followed by PTP and others

Follow



IXIAM @ixiam
Followed by Tomás Aguilar a...

Follow



Linda Pagano @LWuPagano

Follow

Find friends

WHO WE ARE

HOME ▶ WHO WE ARE

We are everyday people who talk, act, and get things done on issues that impact us the most.

At Iowa CCI we truly are *by* the people and *for* the people. We don't stand by and just let things happen; we work together to make our state a better place for everyday people.



We believe in **putting people first!**

People Before Politics
People before Profits
People before Polluters

And, we put **our communities before corporations!**

We're really good at what we do. We've:

- Stopped factory farms from building or expanding.
- Recovered more than \$170,000 in stolen wages for workers in the past three years.
- And, won strong ordinances to curb the growth of predatory payday lenders in Cedar Rapids, Windsor Heights, Des Moines, West Des Moines, Clive, Ames, Waterloo, Iowa City and Dubuque.

That's probably why we're growing so fast.

Join with the thousands of Iowans from all walks of life – urban and rural, young and old, immigrants and lifelong residents – who are already members of Iowa CCI.

WHO WE ARE

[Guiding Principles](#)

[Staff](#)

[History](#)

[Allies and Friends](#)

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IN THE NEWS

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FIND US ON FACEBOOK



I am Iowa. I stand for my people. I stand for my struggle. I am Iowa CCI.



Iowa Citizens For Community Improvement

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Up Next

Autoplay



Spoken word: the fight for worker's rights
by IowaCC1
149 views



Spoken Word: Protect our Mother Earth.
Stop factory farms!
by IowaCC1
749 views



I am Iowa. I stand for economic opportunity
for all people. I am CCI.
by IowaCC1
137 views



Rosa's Story: I was racially profiled by DSM
Police
by IowaCC1
64 views



Nicole Kelly Crowned Miss Iowa Was Born
Without A Left Forearm
by mindovermatter44
8,771 views



An American Girl: Chrissa Stands Strong
(Full Movie) HD
by Karl Sevadera
564,109 views



Who Am I - Spoken Word
by Nate Williams
303,297 views



Nicole C Mullen Sings "My Redeemer Lives"
In Iowa



We talk. We act. We get it done.

IOWA CITIZENS FOR COMMUNITY IMPROVEMENT



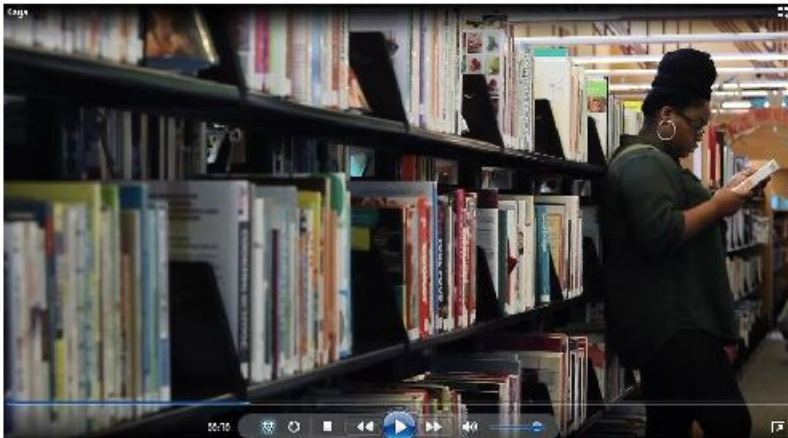
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search this site...

I STAND FOR MY PEOPLE. I STAND FOR MY STRUGGLE. I AM IOWA CCI.

HOME » IN THE NEWS

It's our 40th birthday, and we want to celebrate by celebrating those who make CCI – our members. Meet Kaija!



Join the Fight

- [Contact us](#) for more information
- [Join](#) as an Iowa CCI member
- [Sign up](#) for our Email Action list
- Follow us on [Facebook](#) and [Twitter](#)

CATEGORIES

- Clean Elections (49)
- Fair Economy (138)
- Farming & Environment (234)
- Immigrant Issues (60)
- In The News (398)
- In The News Sidebar (328)
- Racial Justice (2)
- Uncategorized (52)

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IN THE NEWS

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From : Jess Mazour, Iowa CCI <iowacci@iowacci.org>

Subject : Clean Water Fight: almost to 2,000!

To : Alice Aguilar <alice@progressivetech.org>

Reply To : Jess Mazour, Iowa CCI <iowacci@iowacci.org>



Alice,

The DNR public comment period on their 2014 impaired waterways list ends Thursday.

We're at 1,775 comments - so close to 2,000 comments for a Clean Water

Iowa! That's twice our goal - you Clean Water Fighters are truly incredible.

Take action TODAY!

According to the report, 81% of the waterways DNR tested are "impaired", meaning polluted. That's unacceptable.

Add your voice - the DNR must hold factory farm manure polluters accountable by issuing Clean Water Act permits, which hold factory farms to tougher standards or they're shut down.

Take 1 minute to stand up for an Iowa that puts our right to clean water before corporate ag.

We need to put people and our planet before profits and polluters. We need clean water for us, our kids and our grandkids.

THEY dump it. YOU drink it. We won't stop until THEY clean it up!

Thanks for all you do,

Jess Mazour





IOWA CITIZENS FOR COMMUNITY IMPROVEMENT
ACTION FUND

Holly,

Last week was a wonderful demonstration of people power. Thank you!

Over the course of just five days, 542 CCI Action Fund supporters came forward to support an Iowa that puts people first at the Statehouse, elections, and beyond.

Thanks to your collective generosity, we've raised over \$41,838, exceeding our goal by nearly \$17,000.

A BIG thank you to each and every one of you. Your support will help us go big at the Statehouse this legislative session. And we're not waiting to get started.

It all starts January 14th on the first day of the legislative session. [Join us](#) for our rally & lobby day, *A People First Iowa: The Time is Now*.

Go here to RSVP: bit.ly/peoplefirstIA

Thank you 41,838 times,

Hugh Espey, Executive Director

P.S. If you didn't give yet, it's never too late! You can still support a people-first Iowa at the Statehouse. [Donate here.](#)

P.P.S. A special thanks to our team of 25 members who worked their tails off to raise money for a more just & democratic Iowa, and asked their family & friends to do the same with a gift to CCI Action Fund.



Help Iowa CCI Action reach 1,000 fans on Facebook. Click [here!](#)



From: John Noble, Iowa CCI [<mailto:iowaccci@iowaccci.org>]

Sent: Wednesday, December 03, 2014 8:31 AM

To: Katie Bryan

Subject: Big Bird for CCI! (Video)



Katie,

I'm a college student. I'm taking time out from studying for exams to be part of the amazing 40-member team that's powering CCI's fundraising campaign.

Thanks to you, we've raised \$22,573 in just two days! Join those who've contributed and [donate here](#) so we reach our goal of \$40,000 by Friday.



I told CCI I'd raise \$750 this week. I promised my friends, family, and professors that if they donate and I make my goal, I'll be Big Bird on campus for a day!

To get a sneak peak of how dashing I look as Big Bird, check out this

short video:



I love CCI and what we stand for. We care about, and work for, everyday people.

I love that as CCI is about to turn 40 we're feistier and more determined than ever. And, that we're not afraid to ruffle a few feathers.

Think about why you love CCI and give now, TODAY. There are three days left in our campaign, and we need \$17,427 *more* to reach our goal.

[Click here](#) to donate online. Or, mail your check today to Iowa CCI, 2001 Forest Ave, Des Moines, IA 50311.

Big Bird joins me in thanking you!

John Noble,
Drake student and proud CCI member

P.S. Thanks for hanging in there with our emails this week. Think of it this way: the *campaign* ends Friday...but *I* may be known forever on campus as Big Bird. Yeah, it's worth it!

[Forward to Friends](#)

 We're currently at 3,334 Facebook followers. [Help us get to 5,000 fans!](#)



We talk. We act. We get it done.

IOWA CITIZENS FOR COMMUNITY IMPROVEMENT



Home

Big Bird for CCI!



Join John and help us reach our goal of raising \$40K in 5 days! With your help we'll make 2015 – our 40th year – a game-changing year.

Thank you for supporting Iowa Citizens for Community Improvement.

- Contribution Amount
- \$ 25.00
 - \$ 50.00
 - \$ 75.00
 - \$ 100.00
 - \$ 250.00
 - \$ 500.00
 - Other Amount

Other Amount



John Noble
CCI Member & Drake Student

Big Bird for CCI!



Iowa Citizens For Community Improvement

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PROGRESSIVE TECHNOLOGY PROJECT

Black Lives Matter



<http://blacklivesmatter.com>



BLACK LIVES MATTER

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#BlackLivesMatter

Get Active

Get Organized

Fight Back



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<http://blacklivesmatter.com/about>

BLACK LIVES MATTER

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28

...hours. Every 28 hours a black man, woman, or child is murdered by police or vigilante law enforcement.

25.1

...percent. An estimated 25.1 percent of black American women live in poverty. This is higher than any other ethnic group.

35

...years. The average life expectancy for a black transgender woman is 35 years.



Search Twitter



Have an account? Log in

BLACK LIVES MATTER

TWEETS 6,671 FOLLOWING 443 FOLLOWERS 26.6K FAVORITES 947

Follow

Black Lives Matter

@Bklivesmatter

#blacklivesmatter is an affirmation and embrace of the resistance & resilience of Black people. project founded by @osope @opalayo @aliciagarza

worldwide

blacklivesmatter.com

74 Photos and videos



Tweets Tweets & replies Photos & videos

Pinned Tweet

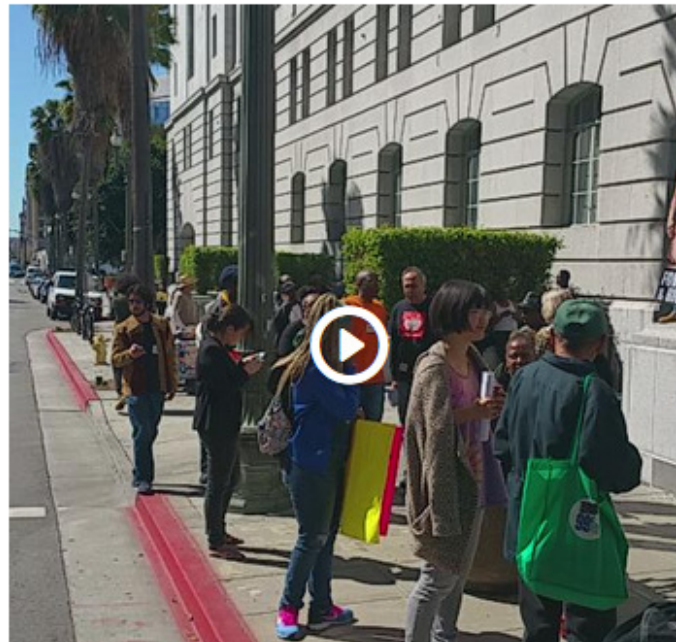
Black Lives Matter @Bklivesmatter · Feb 5

3 black women started #BlackLivesMatter. 1 is Nigerian-American, 2 are queer. Complicate the narrative... Because all #BlackLivesMatter

456 313

Black Lives Matter @Bklivesmatter · Mar 3

"Mayor @ericgarcetti, come out and speak to me!" #cantkillafrika #blacklivesmatter #skidrow #losangeles



Don't miss any updates from Black Lives Matter

Full name

Email

Password

Sign up for Twitter

Trends · Change

- #WorstBossIn5Words
- #BrianTSlade
- #LaGuardia
- #WorldBookDay
- Rock Band 4
- #LeanInTogether
- ATL 2
- Wilfork
- Momofuku Ando
- Brandon Marshall

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Black Lives Matter
@Blklivesmatter

TWEETS
6,671

FOLLOWING
443

FOLLOWERS
26.6K

FAVORITES
947

Follow

Black Lives Matter retweeted

#BlackLivesMatter-LA @BLMLA · Mar 3

This is a movement, not a moment y'all. Join the movement. Let's get free together. [#CantKillAfrica](#) [#BlackLivesMatter](#)



155 106

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Black Lives Matter @Blklivesmatter · Mar 3

General Jeff on how he feels about the training of @LAPD officers, "we are embarrassed."



18 13

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Black Lives Matter retweeted

Dignity & Power Now @PowerDignity · Mar 3

"I remember the killing of Emit Till. Skid row has a police problem!"
[@LACANetwork](#) [#BlackLivesMatter](#) [#CantKillAfrica](#)

14 14

Black Lives Matter retweeted

<http://blacklivesmatter.com/blog>



State of the Black Union

STATE OF THE BLACK UNION The Shadow of Crisis has NOT Passed 2014 was a year that saw profound injustice, and extraordinary resilience. Homicides at the hands of police sparked massive protests, meaning that America could no longer ignore bitter truths of the Black...



A Herstory of the #BlackLivesMatter Movement

I created #BlackLivesMatter with Patrisse Cullors and Opal Tometi, two of my sisters,

National Collective of Black Organizers announce the release of a State of the Black Union Address on black lives matter

FOR IMMEDIATE RELEASE January 21, 2015

Contact: Alwiyah Shariff Ohio Students Association 614.329.5829

Alwiyah2012@gmail.com Lourdes Ashley Hunter, MPA Trans Women of Color

Collective/Black Lives Matter 347.320.8681

Lourdes@twoccus National Collective of Black...



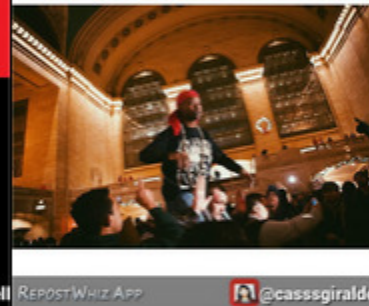
ACTIVISTS BLAST NYPD ATTEMPTS TO SILENCE MOVEMENT FOR CHANGE

New York, NY — Activists issued a scathing statement this afternoon in response to recent attempts by the NYPD to silence the efforts of citizens seeking justice for victims of police violence. The letter, drafted by Ferguson Action, and cosigned by over a dozen...



NYC #ThisStopsToday
11 Demands for NYPD Accountability
 11 demands to **#changetheNYPD.**
 Read full demands at: thisstopstoday.org/demands/

FIND OUT AN #11days EVENT FOR UPDATES
 @mooredarnell



Follow

blklivesmatter

Black Lives Matter Official IG for Black Lives Matter and the Black Life Matters Ride to Ferguson, MO. Join the movement. <https://m.facebook.com/profile.php?id=180212755483311>

134 posts

740 followers

313 following

December 2014



Alexis
 @MusicOverPeople

The Federal courts have granted Ferguson protestors with a temporary restraining order against STL law enforcement.

12/11/14, 7:11 PM

1,973 RETWEETS 1,143 FAVORITES

REPOST WHIZ APP @minTV



<http://blacklivesmatter.tumblr.com>



This community protects and serves itself. Cops not welcome.

The theme for today's #VisionsOfABlackFuture poster is Policing and was created by Damon Davis [farfetchedsound](#).

#BlackFutureMonth #BlackLivesMatter

#BLACKLIVESMATTER

Like Share 36,154 people like this.
Sign Up to see what your friends like.

IN THE BLACK TRADITION OF THE CALL AND RESPONSE, #BLACKLIVESMATTER IS BOTH A CALL TO ACTION AND A RESPONSE TO THE WAYS IN WHICH OUR LIVES HAVE BEEN DE-VALUED.

WHAT ARE YOU DOING TO MAKE SURE THAT #BLACKLIVESMATTER?

WHAT DOES #BLACKLIVESMATTER MEAN TO YOU?

SUBMIT A POST

PAGES

OFF SOCIAL MEDIA,



BLACK LIVES MATTER

Black Lives Matter
Community

Liked Following Message

Timeline About Photos Likes More

PEOPLE

36,154 likes

Scott Douglas, Shelby Alexander and 26 others like this.



Invite your friends to like this Page

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- <http://blacklivesmatter.tumblr.com/#BlackLivesMatter>
- <http://blacklivesmatter.tumblr.com/>

Suggest Edits

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Write something on this Page...

Black Lives Matter
15 hrs ·

scathing review of Ferguson Police Department.



The 12 key highlights from the DOJ's scathing Ferguson report

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- 2014
- 2013

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Boost Your Business
fbAustin.eventbrite.com
Facebook is Coming to Austin! Space is limited. Admission is free! Wednesday, March 11.