

THIRD ANNUAL
Convio Summit
November 17 – 19 **2008**

Applying Advocacy Best Practices on the Convio Platform

Robin Anderson, Interactive Specialist, Convio
Chris Burley, Director, Online Campaigns, Defenders of Wildlife
Sally Heaven, Senior Account Manager, Convio



THIRD ANNUAL
Convio Summit
November 17 – 19 **2008**

Power Admin - Advocacy

Robin Anderson
Interactive Specialist, Convio
November 19, 2008



What does Advocacy mean to you?



Action Alert

The screenshot shows the Mental Health America website's "Action Alert" page. The header includes the MHIA logo and a navigation menu with "About Us", "Press Room", "Affiliate Network", "Store", and "Donate". A search bar is located in the top right. The main content area is titled "Email the Candidates" and includes instructions for users to complete a form to contact candidates. The form fields include Title, First Name, Last Name, Address 1, Address 2, City, State/Province, ZIP/Postal Code, Phone Number, and Your Email. A "Send This Message" button is positioned above a text area where users can enter their message. The message text area contains a pre-written message about mental health issues. At the bottom of the form, there are checkboxes for receiving updates and remembering the user, and a "Next Step" button. The footer of the page features the "POWERED BY CONVIO" logo.

MHIA
Mental Health America

Action

Home > Action > Advocacy Network

Email the Candidates

All candidates want to earn your vote. Remember, as a citizen you will be their boss, and as a taxpayer you will pay their salaries. We must let our leaders know that when we step into the ballot box, our nation's mental health and wellness will be on our minds.

1. Complete the form below with your information.
2. **Review the message on the right and make any changes. If you prefer, you may delete the text provided and write your own message.**
3. Click the "Send Your Message" button to send your letter.

* = Required Fields

Title: [v]

*** First Name:** []

*** Last Name:** []

*** Address 1:** []

Address 2: []

*** City:** []

*** State / Province:** [Choose a State v]

*** ZIP / Postal Code:** []

Phone Number: []

*** Your Email:** []

Yes, I would like to receive periodic updates and communications from Mental Health America.

Remember me. [What's this?](#)

I would prefer not to share my personal information with Mental Health America.

Send This Message

Subject: [Mental Health Matters to Me]

Dear [Decision Maker],

Please personalize your message

I believe mental health is one of the most pressing issues facing our country and want to see you address it in your health care platform.

About one in four American adults over 55 million people live with a diagnosable mental health or substance abuse condition. Each year, more than 30,000 American lives are lost to suicide. Those with the most severe mental illnesses die, on average, 25 years earlier than the general population. One in two service members returning from Iraq and Afghanistan are reporting mental health concerns. The cost to our economy of these and related problems is more than \$100 billion annually -- and rising.

Private insurance still erects discriminatory barriers to care for mental health. And even Medicare requires beneficiaries to pay more for mental health visits. So does the State Children's Health Insurance Program.

We desperately need health care reform. But to make health coverage real and effective, it must include mental health care. That means making prevention and early detection of illnesses routine, eliminating discriminatory barriers to treatment, and

Sincerely,
[Your Name]
[Your Address]
[City, State ZIP]

Next Step

POWERED BY CONVIO

Advocacy Tools You Can Use

- Action Alerts
- Call Alerts
- Vote Center
- Legislative Scorecards
- Legislative Locator

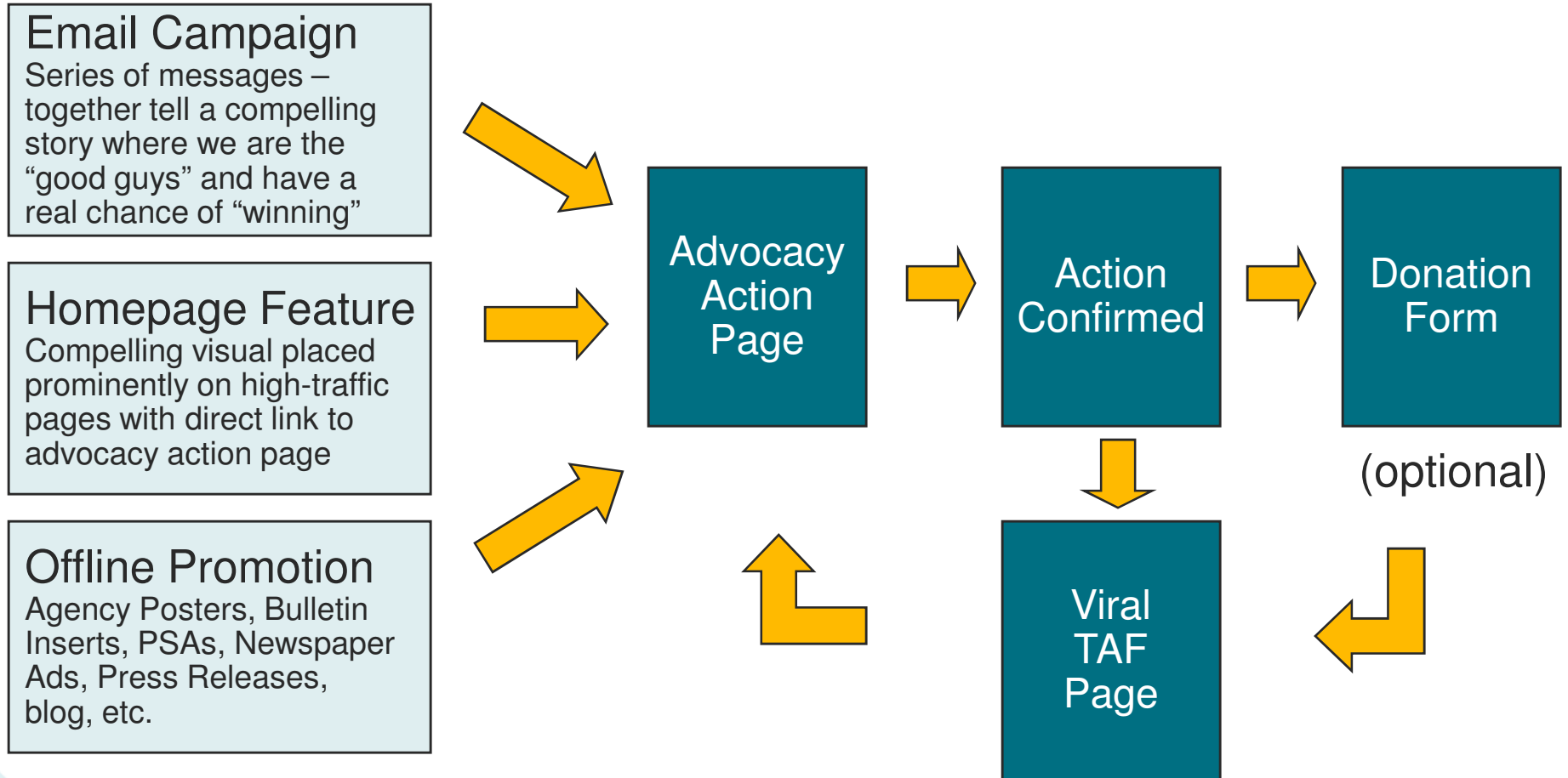
Other tools you can use to build your arsenal

- Pagebuilder / Landing pages
- Email
- Tell A Friend / Forward to a Friend
- E-cards
- Survey
- Donation campaigns

Setting up an Advocacy Campaign

- Organize an email campaign
- Make it easy for constituents to take action
- Communicate the progress of the campaign – good or bad
- Close the loop! Follow up with results and thank yous

Advocacy Campaign Structure



Advocacy Example: "Mental Health America"

Email Promo

TAKE ACTION

Dear System,

Join Mental Health America at a **rally for mental health parity legislation** that will be held at **9:30 AM on Wednesday, Sept. 17, on the Cannon House Office Building Terrace**. That is at the corner of Independence Avenue and New Jersey Avenue, Southeast. The closest Metro stop is Capitol South on the Blue/Orange Line. For more information, call 202-737-7392.

Speakers will include House sponsors of the **mental health and addiction parity legislation**, Representatives Patrick Kennedy and Jim Ramstad, as well as David Wellstone of Wellstone Action. The event is expected to conclude by 10:30 AM.

After the rally constituents should take the opportunity to drop by the **offices of their members**, to further press the message that Congress should not adjourn without passing the bipartisan and bicameral agreement on parity legislation.

If you're unable to attend the rally, help us win its passage by sending a "Parity-Now!" email to your members of Congress. [Take Action!](#)

Subscribe | Email Preferences | Unsubscribe

Forward to a Friend | Privacy Policy | Contact Us

POWERED BY CONVIO

© 2008 Mental Health America
Formerly known as the National Mental Health Association (NMHA)

Advocacy Action Page

Mental Health America Action

Home > Action > Advocacy Network

Information | Help | Take Action Now | Subscribe | Policy Issues A-Z | Donate | Store | Share your story | Event Calendar | Policy Alert Archive | Position Statements

Advocacy Network

President Signs Mental Health Parity Legislation!

Thanks to the thousands of Advocacy Network members who lent tireless support to our years-long effort to win enactment of legislation to end discrimination in mental health coverage. Today we won! After House passage of the Emergency Economic Stabilization Act today, 263-171, President Bush has at last signed mental health/addiction parity into law.

[Click here to learn more](#) about the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008.

Vote for America's Mental Health

Our **Election Pages** provide tools so you can raise your voice and educate the candidates on the importance of mental health. You will find an action checklist for this fall's elections, talking points, questions for candidates, voter registration information, email taglines, banners for download, and more.

Does your insurer put limits on the mental health treatment services you can receive?

Yes No

Vote

Information | Help | Take Action Now | Subscribe | Policy Issues A-Z | Donate | Store | Share your story | Event Calendar | Policy Alert Archive | Position Statements

Advocacy Confirmed/TAF

Mental Health America Action

Home > Action > Advocacy Network

Information | Help | Take Action Now | Subscribe | Policy Issues A-Z | Donate | Store | Share your story | Event Calendar | Policy Alert Archive | Position Statements

Tell a friend about this page

* = Required Fields

Link being sent: http://takeaction.mentalhealthamerica.net/site/PageServer?pagename=elections_campaign

Your Name: First Name: Last Name:

Your Email:

Yes, sign me up to receive breaking news and take action alerts from Mental Health America's Advocacy Network.

Enter multiple addresses (up to five) on separate lines or separate them with commas.
(Note: We respect your privacy; addresses you enter below will be added to your Address Book, but will not be used by the organization. For further information, see our [Privacy Policy](#).)

Subject: Cast your vote for mental health in '08

Body: Dear Friend,

Be sure to cast your vote this November for the candidates who will protect and provide for the mental health and well-being of ALL Americans. Learn more here: <http://takeaction.mentalhealthamerica.net/vote08>.

Send | Reset

Homepage Promo

Mental Health America

back to campus

Take Action: Vote for America's Mental Health

Find a Therapist

News Alert: Mental Health America Wins Approval of Federal Parity Legislation

Did You Know: Levels of the stress hormone cortisol appear to play a role in limiting antipsychotic effectiveness

Event Calendar: Mental Health America's Fall Policy Conference

Bill of Hope Memorial: We Remember: Mark Dislerstone

Information | Help | Action

Information: Fact Sheets, All Mental Health Topics, By Audience, By Issue, En Español, Disorders and Treatments, Medication, Sign Up for the News, Frequently Asked Questions

Help: In Crisis? 1-800-273-7522, Finding help, Paying for care, Finding the most treatment, Mental Health Topics, Frequently Asked Questions

Action: Take Action NOW, Vote for Mental Health, Policy Issues A-Z, Insurance Parity, Join Mental Health America, Get Involved Locally, Annual Conference, Event Calendar, Donate Now to Help Ever!

realLIVES | Share Your Story. Millions will benefit.

© 2008 Mental Health America





Advocacy action page should have all the information constituents need to know to take action.

Tell A Friend – Action Alert

Advocacy

Action Alerts

[Action Alerts](#) > Ken For President, tell everyone!

Process Navigator	
1. Identify Alert	
2. Advanced Options	
3. Alert Message	
4. Include Questions	
5. Select Targets	
6. Configure Autoresponder	
7. Thank You Page Options	 * 1. Configure Thank You Page Display Options After the constituent takes action on your alert, you can show them a Tell-a-Friend page, a Thank page. <input type="radio"/> Thank You Page Without Tell-a-Friend. <input type="radio"/> No Thank You Page, redirect to this URL. <input checked="" type="radio"/> Thank You Page With Tell-a-Friend and Standard Tell-a-Friend Confirmation Page <input type="radio"/> Thank You Page With Tell-a-Friend, Redirect to this URL.
8. Configure Pages	 * Instructions: Enter instructions that will be shown to constituents regarding the Tell-a-Friend message. <div style="border: 1px solid gray; padding: 5px; min-height: 60px;">Please help us spread the word about this issue - type your friends' email addresses into the box below and we will forward this alert to them on your behalf. Together we can make a difference!</div>
9. Preview Alert	 * Message Subject: Enter the subject for the Tell-a-Friend message. <input type="text" value="Make Your Voice Heard!"/>
10. Publish Alert	 * Message Body: Enter the body text for the Tell-a-Friend message. <input type="text"/>

Tell-A-Friend - Pagebuilder

MHA
Mental Health America

Action

search

[About Us](#) [Press Room](#) [Affiliate Network](#) [Store](#) [Donate](#)

Home > Action > Advocacy Network

Tell a friend about this page

* = Required Fields

Link being sent: http://takeaction.mentalhealthamerica.net/site/PageServer?pagename=elections_campaign

Your Name: First Name: Last Name:

* Your Email:

Yes, sign me up to receive breaking news and take action alerts from Mental Health America's Advocacy Network.

* Send to: Enter multiple addresses (up to five) on separate lines or separate them with commas.
(Note: We respect your privacy, addresses you enter below will be added to your Address Book, but will not be used by the organization. For further information, see our [Privacy Policy](#).)

Subject:

Body:

POWERED BY **CONVIO**

How to Customize Tell A Friend



[Content](#) [Fundraising](#) [Advocacy](#) [Email](#) [Constituent360](#) [Library](#) [Data Management](#)

PageBuilder

PageBuilder [PageBuilder Reports](#) [General Configurations](#)

[Page Library](#) > CC

Create New Version

Edit Page Attributes

Create a Custom Tell-A-Friend

The Page Version List displays versions created for this Page. To create a new version, use the Create New Version button and properties of the copied version. Use the Edit Content action to update the content for that version. Use the version. You must have an Active, or Published, Version of the Page to be able to link to or display the Page on your site. Use the top of the page to change information that is specific to the overall page, such as security category or page wrapper.

- Page Version List -

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Version	Actions	Status	Created
v1Administrator07/24/2008	Preview Edit Content Edit Version Attributes Accessibility Unpublish Copy Version	Active	07/24/2008 11:00 AM by Ms. Syster

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

[Click here to view introduction](#)

Customizing Tell A Friend

- Space limitations
- Does not allow any other customizations, like images or html
- Not trackable

Forward to a Friend

- Forward to a Friend refers to emails
- Example of link for Forward to a Friend:
 - ▶ <http://takeaction.mentalhealthamerica.net/site/TellAFriend?msgId=7341.0>
- The message id is the “em_id”.
 - ▶ Example: em_id=7341.0 then 7341.0 is the number you will need to use for the Forward to A Friend.
- You can use this link anywhere on the site as well if you'd like visitors to forward a particular email message.

Finding the email id

Email

Summary | Email Calendar | Audience | Messages | Deliveries | Reports

[General Email Campaign](#) > Summary

Related Actions

- Edit this campaign
- Send a message
- Setup a Recurring Delivery
- Run an A/B Test

Create a new message

Draft Messages

The messages listed below are currently being worked on. Click the edit link to continue working on the selected message.

Message Name	Actions	Last Modified
Solicit Email	Edit	Sep 30, 2008 2:28:55 PM

Approved Messages

The messages listed below have been approved and are ready to send but have not yet been scheduled for delivery. Click the send link to send the message now or schedule a future delivery.

Email Campaign Summary

This report reflects totals or averages across each of the last 3 months. These statistics are recalculated daily.

Email Campaign Trend

This report reflects average performance across each of the last 3 months. These statistics are recalculated daily.

Legend: ■ Open Rate, ■ Clickthrough Rate

https://secure2.convio.net/vateam/admin/CommCenter?ec_id=1021&em_id=2761.0&email=em_edit1

Ecards

Send a Message of Hope and Action!

Send a free e-card to tell others about Mental Health America's Advocacy Network.



"Everyone in this country must have both the hope and firm knowledge that mental health is an achievable goal for a lifetime."

Mental Health America's Advocacy Network is a powerful voice for change that is made up of thousands of individuals nationwide who take an active role in protecting America's mental health through legislative advocacy. Together, we speak out and make our voice heard on equal access to care, federal funding, treatment and prevention. Join our movement by signing up today!

<http://takeaction.mentalhealthamerica.net>



* = Required Fields

First Last

* Your Name:

* Your Email:

Yes, I would like to receive periodic email updates.

Remember me. [What's this?](#)

* Send To:

Enter multiple addresses (up to five) on separate lines or separate them with commas. (Note: We respect your privacy and do not send unsolicited email to the addresses you enter. For further information, see our Privacy Policy)

Subject:

Message:
<http://takeaction.mentalhealthamerica.net>

Ecard Campaigns

- Visually appealing
- Able to track
 - ▶ But consider the size of your audience
- More time-consuming
 - ▶ Set-up
 - ▶ Graphics / Stationery

Lastly – a few tips...

- **Maintain ongoing advocacy opportunities**
 - ▶ Link to an Action Center in a welcome or conversion series
 - ▶ Provide banners or logos for personal webpages
 - ▶ Have visitors to your site sign a pledge of support or commitment
- **Make it personal – use personal stories and personalization when communicating with constituents.**
- **Empower constituents with interactive tools on your website (RSS feeds, blogs, etc.).**
- **Utilize social networking to get the word out about your cause. (Facebook for example).**

Takeaway

Use Advocacy in conjunction with other modules and tools to emphasize the importance of your cause and motivate people to get involved.

Appendix – other examples

The screenshot shows the 'Action' page of the Mental Health America website. The header includes the MHA logo and a navigation menu with links for 'About Us', 'Press Room', 'Affiliate Network', 'Store', and 'Donate'. A search bar is located in the top right. The main content area is titled 'Vote for America's Mental Health in 2008' and contains several sections:

- Information**: A sidebar menu with links for 'Information', 'Help', and 'Action'. Below it are links for 'Take Action Now', 'Subscribe', 'Policy Issues A-Z', 'Donate', 'Store', 'Share your story', 'Event Calendar', 'Policy Alert Archive', and 'Position Statements'.
- Text**: A paragraph stating 'Mental illness is nonpartisan. It doesn't matter how much money you make or your age or where you live or work. It doesn't matter whether you have health insurance or mental health coverage.' This is followed by a paragraph about the impact of mental health issues on the economy and a paragraph about the role of government.
- Quick Poll**: A form asking 'Are you registered to vote?' and 'If not, do you plan to register?' with radio button options for 'Yes' and 'No', and a 'Submit' button.
- Election Resources**: A list of links including 'Elections Checklist', 'Get Informed', 'Voter Registration Information', 'Raise Awareness', 'Talking Points and Writing Tips', 'Candidate Questions and Town Hall Forums', and 'Email the Candidates'.
- Tell Your Friends and Stay Informed**: A section encouraging users to tell their friends and sign up for news alerts.
- Graphic**: A graphic with the text 'OVER 55 MILLION Americans live with mental illness.' and 'VOTE' in large letters, with the website URL 'www.mentalhealthamerica.net'.

The footer of the page includes the 'POWERED BY convio' logo.

Homepage

MHA
Mental Health America
affiliate login

back to campus

are you ready?

search

About Us | Press Room | Affiliate Network | Store | Donate

Take Action
Vote for America's Mental Health
Sign up for email news

Find a Therapist
Find a mental health professional using Psychology Today's therapy directory
Enter zip code

News Alert
Mental Health America Hails Approval of Federal Parity Legislation

Did You Know
Levels of the stress hormone cortisol appear to play a role in limiting antisocial behavior...

Event Calendar
Mental Health America: Fall Policy Conference

Bell of Hope Memorial
We Remember: Mark Presterone

Victory for Parity!
Justice for Americans

Information

- ▶ Fact Sheets
- ▶ All Mental Health Topics
 - By Audience
 - By Issue
 - En Español
- ▶ Disorders and Treatments
- ▶ Medication
- ▶ Sign Up for the News
- ▶ Frequently Asked Questions

Help

- ▶ **In Crisis?** 1-800-273-TALK
- ▶ Finding help
- ▶ Paying for care
- ▶ Making the most of treatment
- ▶ Mental Health Topics
- ▶ Frequently Asked Questions

Action

- ▶ Take Action NOW
 - Vote for Mental Health
 - Insurance Parity
- ▶ Policy Issues A-Z
 - Insurance Parity
- ▶ Join Mental Health America
- ▶ Get Involved Locally
- ▶ Annual Conference
- ▶ Event Calendar
- ▶ Donate Now to Help Save Lives


The Bell Newsletter | Support America's Mental Health! CRC | National Consumer Memorial


realLIVES Share Your Story. Millions will benefit.

Mental Health America
2000 N. Beauregard Street, 6th Floor Alexandria, VA 22311
Phone (703) 684-7722
Fax (703) 684-5968
Toll free (800) 969-6642
TTY Line 800/433-5959

Site Policies | Contact Us | Site Map | Rights and Permissions | Donate
© 2008 Mental Health America | formerly known as the National Mental Health Association

Vote Center





Information

Help

Action

Take Action Now
Subscribe
Policy Issues A-Z
Donate
Store
Share your story
Event Calendar
Policy Alert Archive
Position Statements

Home > Action > Advocacy Network

Mental Health Legislation - 110th Congress

Bill No.	Title (click link for summary below)	Our Position
H.R. 1424	Paul Wellstone Mental Health and Addiction Equity Act of 2007	Support House passage
S. 558	Mental Health Parity Act of 2007	Support Senate passage
S. 38	Veteran's Mental Health Outreach and Access Act	Support
H.R. 1663	Medicare Mental Health Modernization Act of 2007	Support
H.R. 1571	Seniors Access to Mental Health Act of 2007	Support
S. 382/ H.R. 687	Keeping Families Together Act	Support
S. 1337	Children's Mental Health Parity Act	Support
S. 1224	Children's Health Insurance Program (CHIP) Reauthorization Act	Support
S. 895/H.R. 1535	Children's Health First Act	Support
H.R. 2073	Child Health Care Crisis Relief Act	Support
S.1332	Mental Health in Schools Act of 2007	Support
S. 891	Parental Consent Act	Oppose
H.R. 2387	Universal Screening	Oppose
H.R. 297	NICS Improvement Act of 2007	Have Concerns
H.R. 2050	Medicaid Emergency Psychiatric Care Act of 2007	Have Concerns

Paul Wellstone Mental Health and Addiction Equity Act of 2007 ([H.R. 1424](#))
Requires employers (with more than 50 employees) who offer health plans that have mental health benefits to ensure that treatment limits and financial requirements applicable to mental health and addiction benefits are no more restrictive than the limitations/requirements on substantially all medical/surgical benefits. Those plans must cover those behavioral health disorders covered under the Federal Employee Health Benefits plan option having the highest enrollment. [back to top](#)

Mental Health Parity Act of 2007 ([S. 558](#))
Requires employers (with more than 50 employees) who offer health plans that have mental health benefits to ensure that treatment limits and financial requirements applicable to mental health and addiction benefits are no more restrictive than the limitations/requirements on substantially all medical/surgical benefits. [back to top](#)

Veteran's Mental Health Outreach and Access Act ([S. 38](#))
Requires the Veterans Administration (VA) to establish a program to provide readjustment counseling and mental health services to, and would eliminate critical barriers that now put many returning veterans at risk of having their readjustment or mental health problems worsen and become chronic. Specifically, the bill would -- (1) combat the stigma that deters help-seeking by making peer-outreach services a core VA responsibility in helping veterans of service in Iraq and Afghanistan readjust and recover; (2) require VA to establish a national program for training returning veterans for employment as peer specialists; (3) provide VA a mechanism through which veterans living remote from VA health facilities could get peer-supported readjustment counseling and mental health care in much greater proximity to their homes; (4) enable immediate family members to receive mental health and other services to assist in the veteran's readjustment or recovery; and (5) extend from two to five years the special health-care eligibility period for veterans who served in a combat theater. [back to top](#)

Applying Advocacy Best Practices on Convio

Convio Customer Summit—November 2008

Defenders of Wildlife



About Defenders

- Defenders of Wildlife works to protect imperiled wildlife and habitat in North America and around the world
- 9-person Online Marketing & Communications Department manages all emails, websites, online activity
- Membership and email stats
 - ▶ ~530,000 members (donors)—majority from direct mail
 - ~160,000 of these have valid email (30%)
 - ▶ ~800,000 e-supporters (including members)

Advocacy Campaign Steps

1. Campaign Planning
2. Education
3. Advocacy
 - ▶ Engagement and Integration
4. Reporting



Case Study: Aerial Hunting of Wolves

Objective: To build support in Congress and among the public for the Protect America's Wildlife (PAW) Act to end aerial hunting of wolves and bears in Alaska



THIRD ANNUAL
Convio Summit
November 17 – 19 **2008**

Step 1. Campaign Planning

Objectives: What do you Want to Accomplish?

- Impact public or corporate policy
- Raise awareness/educate about the issue
- Generate earned media
- Other



Targets: Who can Make this Happen?

Convio supports...

- Federal and State Lawmakers
 - ▶ Committees
- Governors and Other State Officials
- Presidential Campaigns
- Federal Cabinet Members
- Custom Targets

Does the target have a constituency that would make a better messenger than your supporters?
If so, ask them.

Possible alternate targets:

- Media
- Tourism Boards / Chamber of Commerce
- Other organizations

Best Practices

Message Delivery

- ▶ When possible, confirm preferred delivery method with the target
 - Use Convio conditionals to ensure delivery for offices using CAPTCHA and other gating technologies
 - If public email is not available, ask for a special delivery address or physical delivery
- ▶ Avoid faxes; They are wasteful and annoying to most targets
- ▶ Only use mail when you have plenty of time for delivery

Timing: When is your Best Opportunity?

Decision Moments

- ▶ Pre-Introduction (Education)
- ▶ Introduction (Momentum)
- ▶ Committee Vote (Passage)
- ▶ Final Vote (Passage)

Non-Decision Moments

- ▶ Media Stories
- ▶ Holidays
- ▶ Collaborations with Other Groups

Tools: What Tools will you Use?

- Call Alerts – Good for immediate direct action
- Advocacy Alerts – Good for direct action

Other Helpful Modules

- Surveys – Good for offline advocacy, identifying grasstops, polling members for offline messaging
- E-cards & Tell-A-Friends – Good for taking your message beyond your list
- Donations
- Pagebuilder/Storybuilder, etc.

Planning - AK Wolves

- **Objective:** Build public and Congressional Support for the PAW Act
- **Timing:** Summer '07 Launch
- **Tools:** Email, Action Alerts, Call Alerts, In-District Meetings, Paid Media Earned Media, etc.



Step 2. Education

Tell the story. For any ongoing campaign, you need your supporters to feel a sense of knowledge and ownership. The problem must be easily explained and relatable.

Tactic: Leverage compelling assets in emails and other channels

- Story Bank (Survey, Storybuilder)
- 3rd Party Verification (editorials, expert signers, etc.)
- Video
- Scorecards, white papers and reports with discreet, relatable data
- Be creative!

Integrate

- Fundraising
- Earned Media

AK Wolves: Education Phase

- Publicized videos
 - ▶ 296K views to date
- Called on AK Gov. to end aerial hunting
 - ▶ ~31K emails; 2K calls
- Encouraged introduction of federal legislation to end aerial hunting of wolves
 - ▶ 72K+ actions pre-introduction

We've produced [two new videos on Alaska's aerial hunting program](#). Please help share them with the world - Forward the message below to at least 5 friends and help us expose the Alaska wolf massacre.



Dear Wildlife Supporter,

When people think of Alaska, they think of its amazing wildlife and natural beauty. **But Alaska has a terrible secret:** Each year, the state permits private citizens to **chase down and kill dozens of wolves** using low-flying aircraft and high-powered rifles.

Alaska Governor Sarah Palin and anti-wolf officials in the state have worked hard to obscure the truth about the aerial gunning program, even going so far as to earmark \$400,000 in state funds to "educate" Alaskans about the state's baseless aerial gunning program.

[Help us expose Alaska's secret slaughter. Watch Defenders' new video online right now and urge Governor Palin to end aerial gunning of wolves.](#)

Warning: This video contains disturbing footage of aerial wolf hunts -- wolves shot down from above, chased to exhaustion and wounded and left to die. If you would prefer to take action without watching the video, [please click here](#).

These are awful images, made all the more so by how senseless the aerial gunning programs are. Under the guise of "wolf management," state officials set arbitrary goals for the number of wolves to be killed

Help Expose the Truth



Aerial hunting of wolves is Alaska's dirty secret. [Watch our new video and take action to help end this brutal practice.](#)

[Watch the Video](#)

Aerial Hunting by the Numbers

Step 3. Advocacy

Direct Action

- Email/Fax (Advocacy Alert)
- Phone (Call Alerts/Surveys)
- Storybanks with Offline Delivery (Survey)
- Letter to the Editor Campaigns (Pagebuilder/Survey)

Offline Advocacy

- Rallies
- Meet-Ups/Letter Writing Campaigns
- Media Call-ins



Best Practices – Action Alerts

- Email text to supporters
 - ▶ Make it urgent
 - ▶ Focus on how the policy impacts things your supporters care about, not policy arcana
 - ▶ Identify action targets in the message copy and why you want supporters to contact them

Best Practices – Action Alerts

Message to Decision Makers

- ▶ Use the Topic Code in Convio to help Congressional staffers sort messages
- ▶ Identify your organization in the email text
- ▶ Be specific. Directly reference bill numbers, reports, etc. and what is expected of the decision maker
- ▶ Encourage personalization by supporters and give guidance on how to do so...

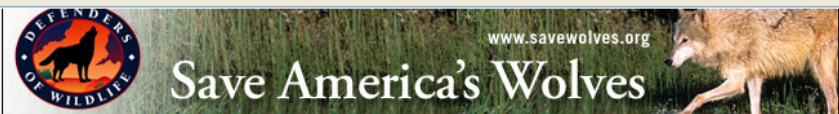
Best Practices – Calls

- Time appropriately
- Provide a script AND links to more information so your supporters feel prepared
- Provide links for alternate actions. Some people are shy!

AK Wolves: Advocacy Phase

- Urged Co-Sponsorship of PAW Act to end Aerial Gunning
 - ▶ ~60K emails
 - ▶ ~9K calls
 - ▶ ~16K thank-you messages
- Recruited for In-District Meetings
 - ▶ Helped generate 82 in-district meetings for PAW Act in 26 states, with nearly 1,800 online activists volunteering to meet with their elected officials in person

or Wolves...



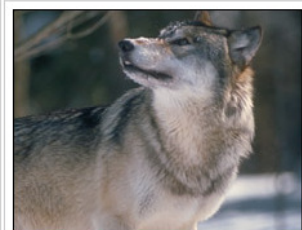
DEFENDERS OF WILDLIFE www.savewolves.org

Save America's Wolves

Dear Wildlife Supporter,

My home state of Alaska has some of the most intact wild places and abundant wildlife in America -- but the Last Frontier is also home to a brutal reality: aerial hunting of wolves.

On Tuesday, Rep. George Miller (CA) introduced vital wildlife-saving legislation that could finally end Alaska's brutal aerial hunting program. **But he needs the support of your elected official to pass it.**




You can help Congressman Miller and Alaskans like me to put an end to this horrific program once and for all -- and prevent programs like it from spreading to the Lower 48 States.

[Write your Representative today! Tell him or her to become a cosponsor of the Protecting America's Wildlife \(PAW\) Act -- vital legislation that will end Alaska's brutal aerial hunting of wolves and stop similar programs in other states.](#)

[Tell your Representative to become a cosponsor of the PAW Act today!](#)

ACTNOW >



As summer ends, another deadly season of aerial hunting looms on the horizon in Alaska. Now, states like Wyoming and Idaho are planning to use this savage practice to slaughter wolves within their own borders.

That's why we're turning the national spotlight on this unnecessary and savage practice -- to end Alaska's aerial hunting program and stop it from spreading elsewhere.

Rep. Miller's PAW Act will help put an end to Alaska's brutal aerial gunning program -- and prevent programs like it from spreading to the Lower 48.

AK Wolves: Engagement and Integration

Integrate with other departments to facilitate...

- Engagement (Vote on Ads etc.) – Ad vote generated ~24K votes
- Fundraising – Raised more \$200K to support this effort in FY07
- Earned Media



DEFENDERS OF WILDLIFE www.savewolves.org

Save America's Wolves

Dear Chris,

Earlier this week, I asked you to help pick Defenders of Wildlife's next ad spotlighting the terrible truth about aerial wolf hunting. More than 22,000 Defenders supporters voted, and an overwhelming 76% chose this ad:



Will you help us run this powerful ad? [Donate \\$25.00](#), [\\$50.00](#), [\\$100.00](#), or [another amount](#) within the next 48 hours to support the next vital steps in our campaign to end end this barbaric practice.

[DONATE NOW >](#)

With your support, we'll run this ad during the last week of January. It will be placed in the *Washington Post's* widely read *Express*, ensuring that Members of Congress, their staffs and nearly 286,000 DC residents and tourists know the awful truth about aerial hunting of wolves.

This is just the beginning. Over the next six weeks, we'll be meeting with dozens of Congressional offices in support of the Protect America's Wildlife (PAW) Act, federal legislation to end aerial hunting of wolves.

Step 4. Report

Make sure that your supporters know the impact that they are having

- 129 House Co-Sponsors
- Elevated issue profile to discussion in presidential campaign



The graphic features the Defenders of Wildlife logo on the left, the website www.savewolves.org in the top right, and a photograph of a wolf on the right. The main title "Save America's Wolves" is centered in a large, bold font.

Dear Chris,

Because you are such an important part of our work, today I want to thank you and give you some insight into how your actions and donations are helping to pass the Protect America's Wildlife (PAW) Act and end brutal and unnecessary aerial killing of wolves.

In just a short time, 111 Members of Congress have joined our fight to stop this brutal practice, with 16 Representatives signing on to cosponsor the PAW Act in just the last two weeks.

This is an amazing accomplishment, and it's only possible because of dedicated wildlife lovers like you. Since launching this campaign last summer, supporters of Defenders of Wildlife and Defenders of Wildlife Action Fund have...

- Sent more than **118,000 messages** to Congress;
- Made more **20,000 phone calls** to Congressional offices in Washington, DC and across the country; and
- Participated in **83 in-person meetings** with Congressional district offices across the country.

The nearly **2,800 individual contributions** we received in January to help support this campaign have made an enormous difference, too. Thanks to your generous donations, our team has been able to put the issue of aerial gunning front-and-center in offices around Capitol Hill.

PAW Progress Report



Congressional Champions:

Current: 111 Needed: 218

We're making great progress in our fight to end needless aerial killing of wolves!

- [Visit Our Website](#)
- [Learn More About Wolves](#)
- [SaveWolves.org](#)

Discussion

- What are some new ways your non-profit can use Convio's advocacy tools?