

Citizen Connect Civic Engagement Expansion Initiative

Adding On Demand Content to Our Events Database

Objective: Right now Citizen Connect offers mainstream Americans unprecedented access to events and profiles from a wide range of civic renewal organizations. But our 400+ members have a lot more to offer than that - including podcasts, recorded events, research, training materials and tools to empower mainstream citizens to take action in their communities. Citizen Connect is dedicated to celebrating and amplifying everything our members are producing to help heal and strengthen America – and we’re now ready to align what we offer with that full range of civic engagement opportunities.

Rationale: We’ve learned that relying primarily on events makes what we offer citizens needlessly narrow and time bound. Americans are extremely busy and need content that they can “consume” when they can find the time, not just when our community is hosting something real time. Event schedules also limit the breadth of what we can offer users at any given time, e.g. too often it’s feast or famine for specific topics like election reform and civic education. We need to make sure citizens can find and engage with what they are most interested in at the very moment they are available to do so. Our exciting news syndication program also requires a bigger database of civic engagement opportunities. If we’re going to sign up major media players to amplify our work – we need to make sure we consistently deliver relevant matches that align with their 7/24 news cycle. The bottom line – if we’re going to scale our citizen outreach and engagement efforts, we need to put all our community’s best work at the fingertips of mainstream Americans and our strategic media partners.

Approach: Accomplishing these objectives will require a multifaceted implementation plan. The five pillars of this program are outlined below:

1. **Current Citizen Connect Member Outreach:** Ask all our members to submit up to three non-event opportunities/resources/tools to be included in the Citizen Connect database and news syndication program. They will categorize them in a way similar to what they do for events and can swap

out fresh content whenever they see fit. Specific tasks to complete this include:

- a. Email blast to Citizen Connect members introducing the program and making the win-win case for participating.
- b. Get on the agenda at industry gatherings to amplify this message, e.g. Listen First Coalition calls
- c. Ask strategic partners to “nudge” members as follow-up to our email blast and initial roadshow, e.g. NANR

2. Integrate Non-Event Content Seamlessly Into the Citizen Connect Website:

We’ve worked hard to design a very simple, clean and user friendly online offering – and want to keep it that way. For that reason, it’s worth exploring the degree to which we can treat this additional content like our events, e.g. featuring them and making this more evergreen content feel compelling and urgent. That said, we need to be open to adjusting our design to find the optimal fit. User testing will help us discover the best way to move forward, e.g. determining whether we can seamlessly integrate this content into our events process or need to add another core searchable category for non-event content.

3. Conduct Analysis of Event Data to Date To Confirm Gaps: It’s time to compare our posted events to our taxonomy and see how well aligned they have been since launch. This is an important opportunity to determine what categories we need to work harder populate going forward and also to revisit the categories themselves for appropriateness for both events and our new content types. In addition, we should look at the posting frequency of current members to see if any have stopped or slowed down their submission rates, e.g. BPC.

4. Proactive Outreach to Current Citizen Connect Members With Rich Content Archives: While we’re seeking up to three new submissions from all Citizen Connect members, a subset of our community has much more to offer. Reaching out to them individually will allow us to both ensure their participation and help fill out all our content categories.

- a. Identify “Top 20” content rich members and assign each to the BA member with the strongest relationship
 - b. Identify specific content or content categories that we’re most interested in soliciting. (informed by the research in #3 above)
- 5. **Proactive Outreach to Non-CC Members With Rich Content Archives:** This program is a great opportunity to recruit additional Citizen Connect members – particularly high prestige organizations that aren’t primarily focused on events. These include think tanks, academia, consulting firms and foundations.
 - a. Create a “Top 20” recruitment list and assign each one to the BA member with the strongest relationship.
 - b. Develop an outreach email – we can leverage existing content to produce much of it and include the 90 second video.

Next Steps and Timeline:

- 1. By September 24th
 - a. Finalize non-event content request email for all Citizen Connect members
 - b. Resolve how to integrate non-event content into Citizen Connect site including any changes to the site design and taxonomy
 - c. Conduct Citizen Connect events analysis and gap assessment
 - d. Identify and develop outreach plan for “Top 20” content rich Citizen Connect members
- 2. By October 8th
 - a. Send non-event request email to all Citizen Connect members
 - b. Complete all Citizen Connect site design and taxonomy changes
 - c. Launch “Top 20” Citizen Connect member outreach program
 - d. Identify and develop outreach plans for “Top 20” content rich non-Citizen Connect members