

Teaching Electronic Advocacy

Possible Assignments

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- Design a website for a campaign or organization
- Organize an e-mail campaign
- Analyze Agency or Campaign Websites
- Volunteer to help an agency with their EA Efforts
- Analyze a case study about EA
- Study Websites on different sides of an issue
- Use GIS or Data Mining to analyze campaign demographics
- Find Opposition Research about a candidate or opponent on the Internet
- Do a plan for an Electronic Advocacy Campaign on a hypothetical Issue
- Develop a cost analysis for an electronic advocacy campaign
- Interview a legislative staff member about how his or her office handles e-mail
- Develop an advocacy website for an issue
- Develop an on-line fundraising campaign for a cause or agency
- Find data for an advocacy campaign on the Internet
- Review the Resources Available at the following sites:
 - One Northwest <http://www.onenw.org/>
 - Benton Foundation <http://www.benton.org/Practice/Best/advoc.html>
 - John's Site http://www.geocities.com/john_g_mcnutt/electron.htm
 - Netaction <http://www.netaction.org/>
- Interview your field instructor about how your agency uses the Internet for advocacy
- Research the digital divide in your state