Digital Theory of Change

The first step to transforming digital efforts into digital organizing is having a call to action.

The best calls to action include a way to capture data.

This allows you to transcend an awareness only approach and activate the "powering up" and "list building" components of digital organizing by **creating a ladder of engagement (aka a daisy chain)!**

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Digital ladder of engagement
(AKA a daisy chain)

When all the key elements of digital organizing are activated (Awareness, Powering Up, & List Building), the use of CTAs that capture data allow you to transform digital campaigns into a ladder of engagement that builds activated member organizers and online advocates.

7 **The Leaders:** Trained digital advocates and leaders are able to increase conversions by creating content, have organizing conversations in the comments or DMs. Workers organizing workers in their own words and increasing organizational capacity!

6 **The Level Up:** These quotes and surveys can be used to assess who organizers want to follow up with for potential leadership or match them with the appropriate spokesperson opportunities.

5 **The Story:** Survey takers are also asked to share their story or message of solidarity. We then use these this as a post or ad to create more awareness and conversions.

4 **The Survey:** Collect the data you need to customize your scripts, get workers the support they need!

3 **The Thank You Page:** Your supporters take the second action which gives you more details about them (usually a survey, legislative action, or schedule a meeting interface)

2 **List building/Conversion:** Your supporters fill out the most basic version of your form

1 **Awareness:** An ad or post catches a supporter's attention

CCWU Case Study

We have already seen this method of digital organizing work with Home care workers in Colorado. We have been able to track down notoriously hard to contact workers using various targeting methods like geotargeting, look-a-like lists, IP tracking, behavior models and retargeting technology while creating awareness and garnering community support.

These workers and supporters have also volunteered many important data points, photos, quotes and key stories using the ad campaign making it easier on the coms team to get the content they need to keep the leads rolling in without burdening the field team with additional tasks. Coms can stick to comes and organizing can stick to organizing. Data automations from digital directly to field also allowing the teams to also work more collaboratively than ever before.

CCWU Survey: Worker Generated Content

- Using our digital organizing model We have got **2,519 supporters** for this bill before the bill was introduced!
- **928** of these signer choose to take the longer format survey. That's 36%.
- Of those longer survey takers 28% **(260)** of them consented to be quoted in campaign materials.

The bill is only predicted to be in session for 7 weeks which means we could have posted 5 worker and supporter images IN THEIR OWN WORDS every day the bill was in session and still not use all of the messages.

numbers as of 3/23/23

We're essential and deserve to be treated as such.

-Audrey A.
Care worker

Care workers do beautiful, difficult work and they deserve to be treated with dignity and respect.

-SAMARIA S.

CCWU Digital Organizing: Case Study 1/2022–3/2023

Home Care/Host Home/IDD Workers: 2,019 (43%)

Client / Family Member of Someone who Receives Home Care: 577
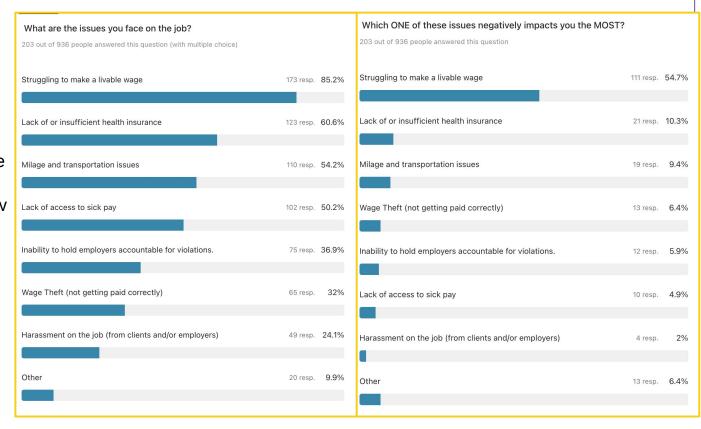
Citizen supporters: 1,966

Miscellaneous (legislators or endorsing orgs): 38

Total leads: 4,600
Estimated Cost per Lead: $13-$20

CCWU Survey: Worker Generated Data

400 of these signer choose to take the longer format survey **270** were home care/host home/IDD workers. These 270 target workers provided ratings of the pillars and detailed information about how the pillar that negatively impacts them the most shows up in their quality of life and job.

numbers as of 4/26/23

What are the issues you face on the job?		
203 out of 936 people answered this question (with multiple choice)		
Struggling to make a livable wage	173 resp.	85.2%
Lack of or insufficient health insurance	123 resp.	60.6%
Milage and transportation issues	110 resp.	54.2%
Lack of access to sick pay	102 resp.	50.2%
Inability to hold employers accountable for violations.	75 resp.	36.9%
Wage Theft (not getting paid correctly)	65 resp.	32%
Harassment on the job (from clients and/or employers)	49 resp.	24.1%
Other	20 resp.	9.9%

Which ONE of these issues negatively impacts you the MOST?		
203 out of 936 people answered this question		
Struggling to make a livable wage	111 resp.	54.7%
Lack of or insufficient health insurance	21 resp.	10.3%
Milage and transportation issues	19 resp.	9.4%
Wage Theft (not getting paid correctly)	13 resp.	6.4%
Inability to hold employers accountable for violations.	12 resp.	5.9%
Lack of access to sick pay	10 resp.	4.9%
Harassment on the job (from clients and/or employers)	4 resp.	2%
Other	13 resp.	6.4%