

Technological Innovations

Increasing Engagement, Revenues & Support

Americans for the Arts
Austin, Texas
June 2005

Fundamental Changes – Turning Self Interest Into Social Benefit

- More voices can now be published and distributed.
- Self-organizing processes can make sense of all those voices - aggregated responses
- Open Source Software and Methods

The Opportunities of Economic and Political Value from Social Behavior

- Shift Work from Staff to Participants (Peer Production)
- Referrals from Like Minded People (word of mouse)
- Increasing Relevance and Participation
- Contributions from Larger Numbers of People
- Increasing Donor Engagement + Further Contributions
- Democratic forms of Accountability

From Power to the Edges (Evolve Foundation)

- Networks reduce transaction costs and time
- Narrowcast - Decrease Noise - Receive the specific info requested to take necessary action.
- Shifting power from large dollar donors to the average citizen - profound affects on the system
- Instead of *pulling* individuals into defined roles, *push* skills, analysis, tools, arguments & resources out to individuals & communities
- Build tools meant to empower users, not tools to prop up existing centralized practices.
- A different set of benchmarks, skills and training. New organizational cultures.

Implications for the Arts

- Participant Responses
 - Blog the Boards <http://www.artsjournal.com/blogs1/otb/otb.shtml>
 - Centre in the Square Memories
<http://www.centre-square.com/memoriescentre.html>
- LINC Civic Space for Artists
- Referral Based Software (Collaborative Filtering)
- Social Networking <http://upcoming.org>
- Customer Relationship Management
Databases - CivicCRM

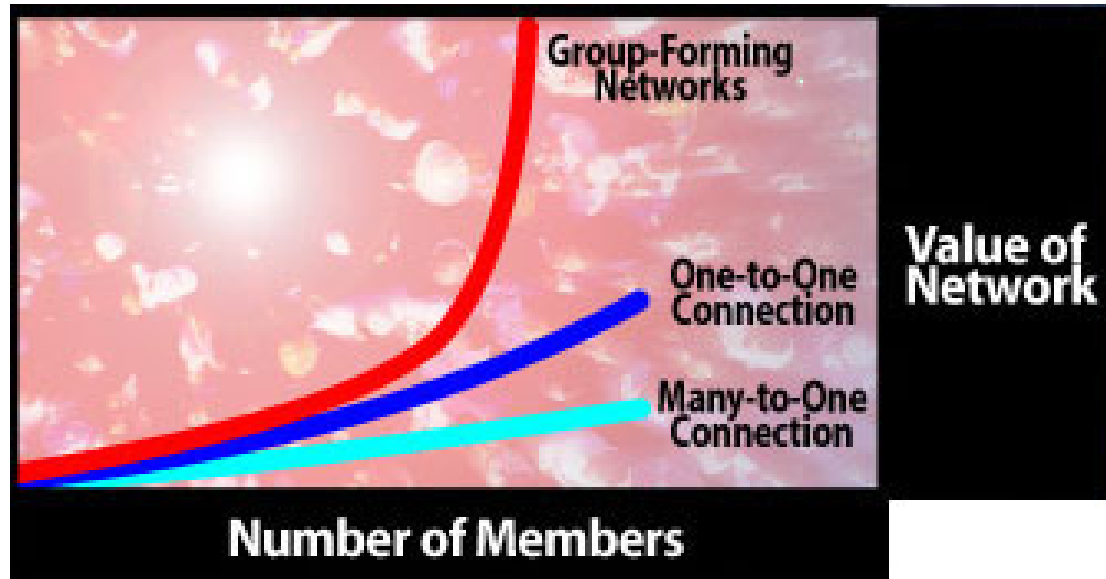
Network Centric Advocacy

Adapted from Rob Stuart

Ego-Centric (Top Down) Characteristics

- Hierarchical decision making structure
- Value placed on raising organizational profile/organizational development and centralizing organizational resources
- Leadership focus on goals and managing staff to achieve specific goals
- Resistant to information sharing
- Members contribute \$ but not ideas

Reed's Law



We are community builders

"The utility of large networks, particularly social networks, can scale exponentially with the size of the network."

— David Reed.

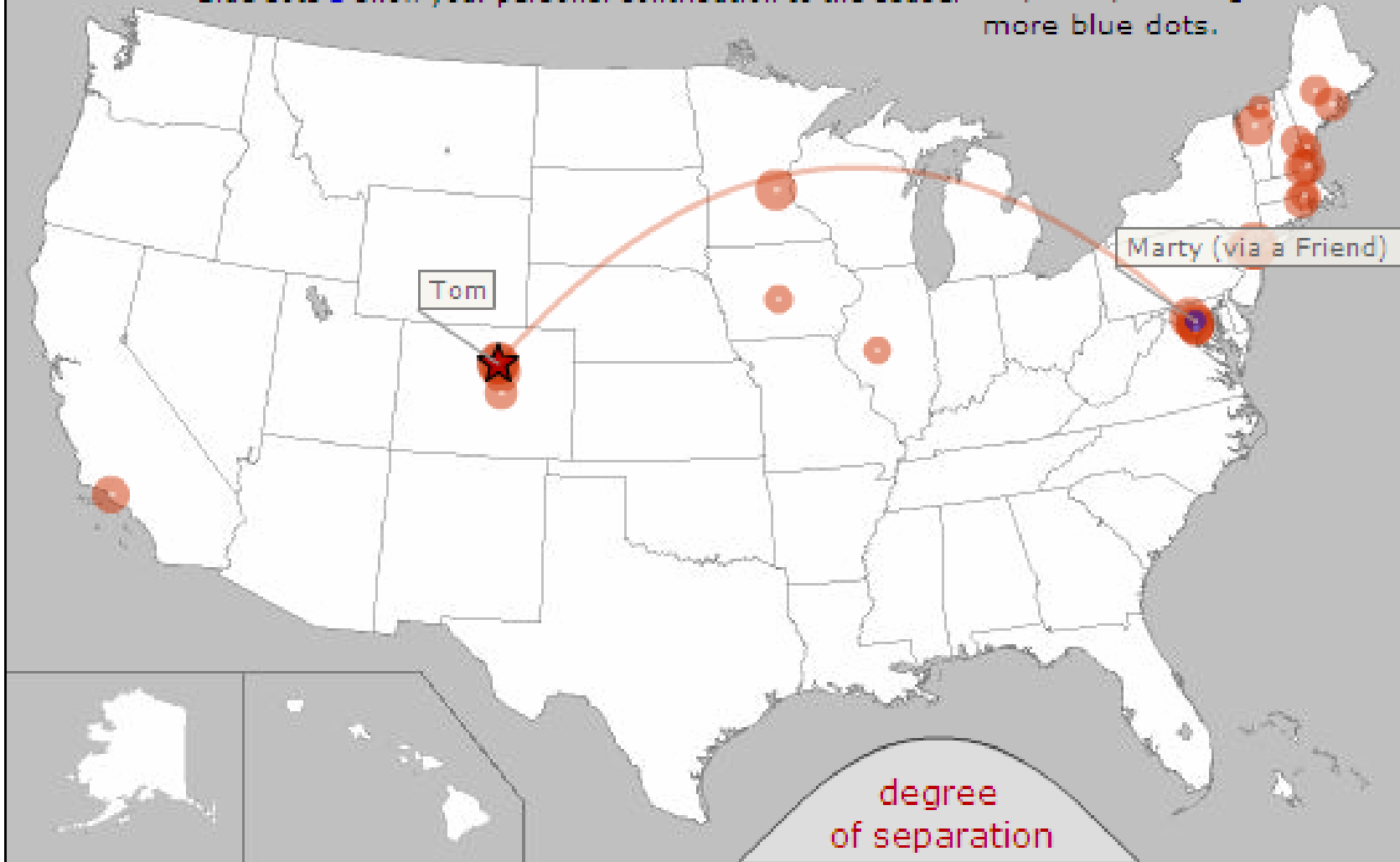
Network-Centric Characteristics

- Focus on expanding number of people/orgs
- Focus on expanding capacity of network to perform
- More attention to information sharing
- Values social contact and relationship building
- Facilitates multiple leaders; enables coordinated action; distributed power structure
- Leverages and shares resources with partners
- Leadership provides vision and energy to network

Red dots ● show where the petition has spread

Blue dots ● show your personal contribution to the cause.

Invite more friends to participate to get more blue dots.



Total: 21793

Tom

1st

2nd

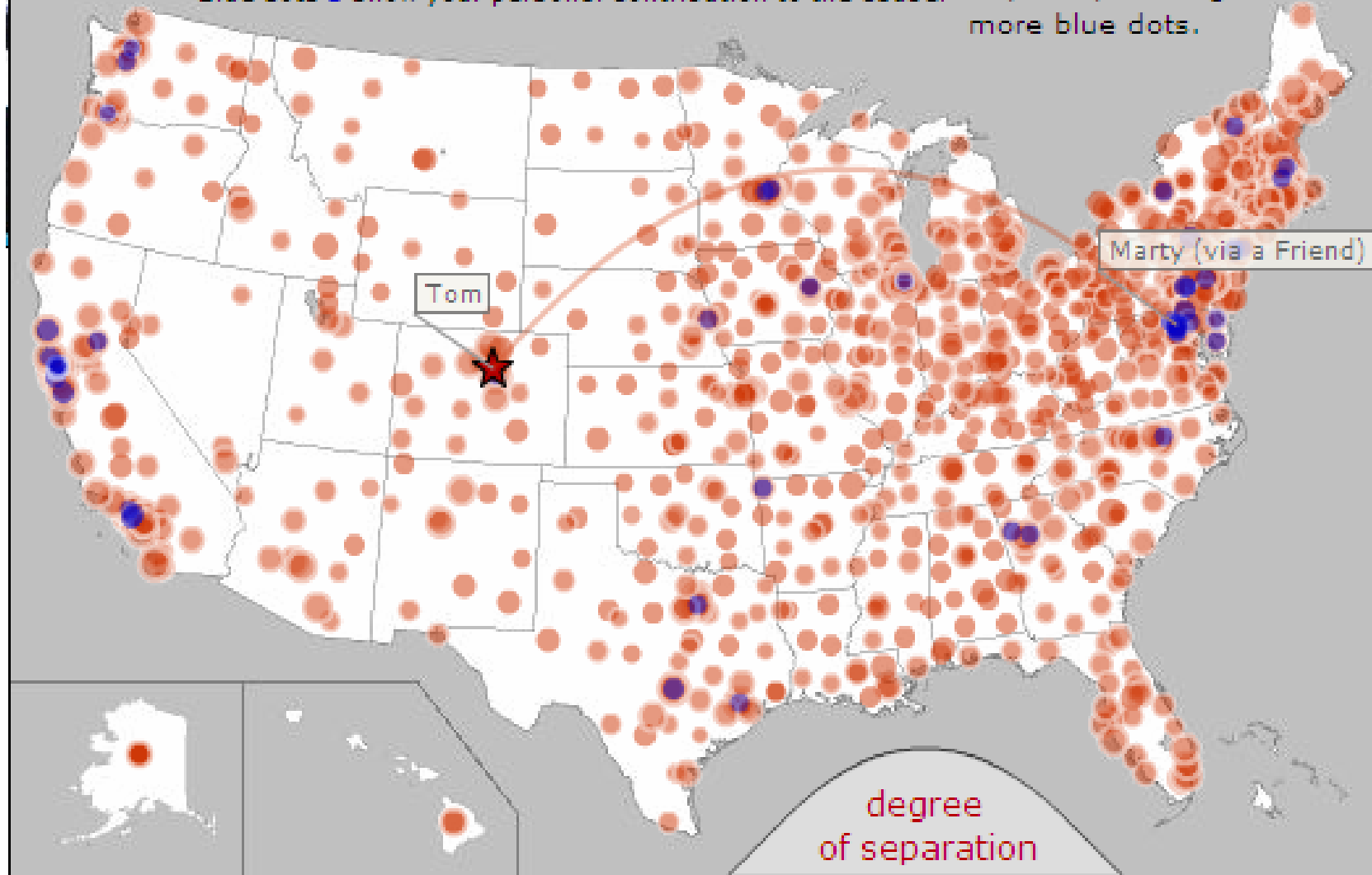
play again

Adapted from Rob Stuart

Red dots ● show where the petition has spread

Blue dots ● show your personal contribution to the cause.

Invite more friends to participate to get more blue dots.



Total: 43916

Adapted from Rob Stuart

4th

5th

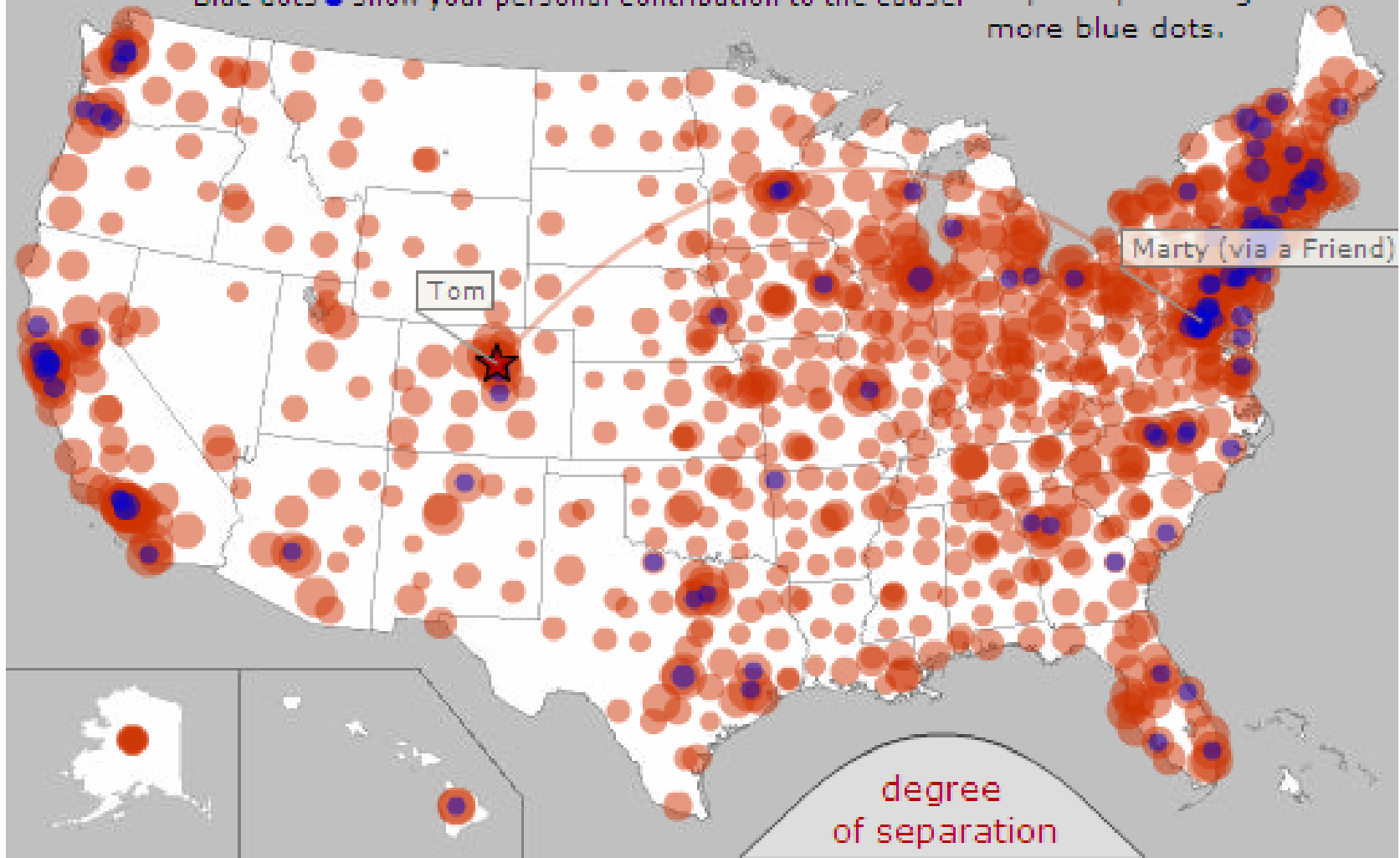
6th

play
again

Red dots ● show where the petition has spread

Blue dots ● show your personal contribution to the cause.

Invite more friends
to participate to get
more blue dots.



Total: 52820

26th

27th

play
again

Adapted from Rob Stuart

Key Points

- Eco / Network Centric campaigns challenge conventional strategies
- Distributed tools enable powerful and strategic local organizing
- Leadership critical to break ego centric behavior
- Invest in next generation tools and strategies

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Advokit
Tools for a New American Politics

Contact list Contact list #1

Worcester Votes
Engage and mobilize voters for the fall elections

Check this box to group addresses by odd/even

Show voters of category

ADDRESS	CITY	NAME	AGE	HOME	R?	P	
43 Lancaster Street # 1	Worcester, MA 01609	Bastille, Evelyn	85	508-752-4062	Y	R	Contacted
27 Mount Vernon Street # 411	Worcester, MA 01605	Fitzsimmons, Thelma	82		Y	D	Contacted
11 Mount Vernon Street # 6	Worcester, MA 01605	Knight, David	36	508-410-0482	Y	D	Contacted
184 Highland Street	Worcester, MA 01609	Mateiko, Paul	49	508-752-1874	Y	R	Contacted
8 Bloomingdale Court	Worcester, MA 01604	Rinaldi, Antoinette	83	508-756-5259	Y	D	Contacted
7 Einhorn Road # 2	Worcester, MA 01609	Scheipers, Jennifer	23		Y	U	Contacted
149 Belmont Street # 3	Worcester, MA 01605	Smith, Arthur	69	508-753-8717	Y	U	Contacted
203 Belmont Street	Worcester, MA 01605	Smith, Christina	35	508-791-5390	Y	U	Contacted
51 Channing Street # 2	Worcester, MA 01605	Smith, Scott	40	508-792-0613	Y	U	Contacted

Action Center

MY JOBS
Caller

CONTACT LISTS
 Contact list #1
 Contact list #2
 Contact list #3
 List 4

[Add 10 voters to selected](#)

[Add 10 voters to new list](#)

Search voters

[advanced search](#)

OTHER
[Edit Profile](#)
[Set Password](#)
[Logout](#)
[go to Voter2voter](#) | [Download Current Release](#)

Network Centric Advocacy Resources

- www.evolvefoundation.org
- www.movementasnetwork.org
- <http://www.network-centricadvocacy.net/>
- <http://journal.planetwork.net/article.php?lab=miller0704>
- www.civicspacelabs.org
- <http://en.wikipedia.org/wiki/Wikipedia>
- http://www.businessweek.com/magazine/content/05_25/b3938601.htm

Presentation and Remarks from Rob Stuart

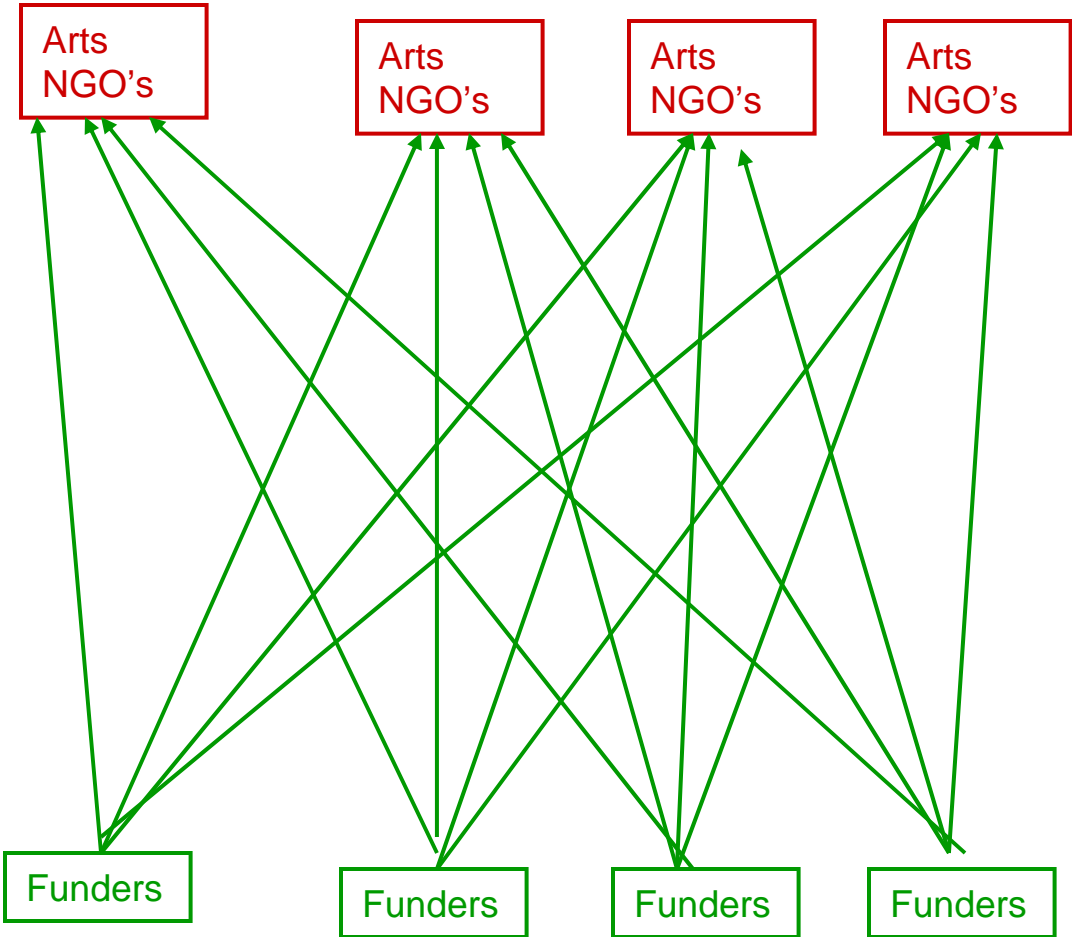
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- Customer Relationship Management Databases – CivicCRM <http://www.socialsourcefoundation.org/>

Changing roles of intermediaries

- Create platforms that enable first-person voice and self-organization
- Listen before speaking for
- Collect comments to be forwarded to the authorizers

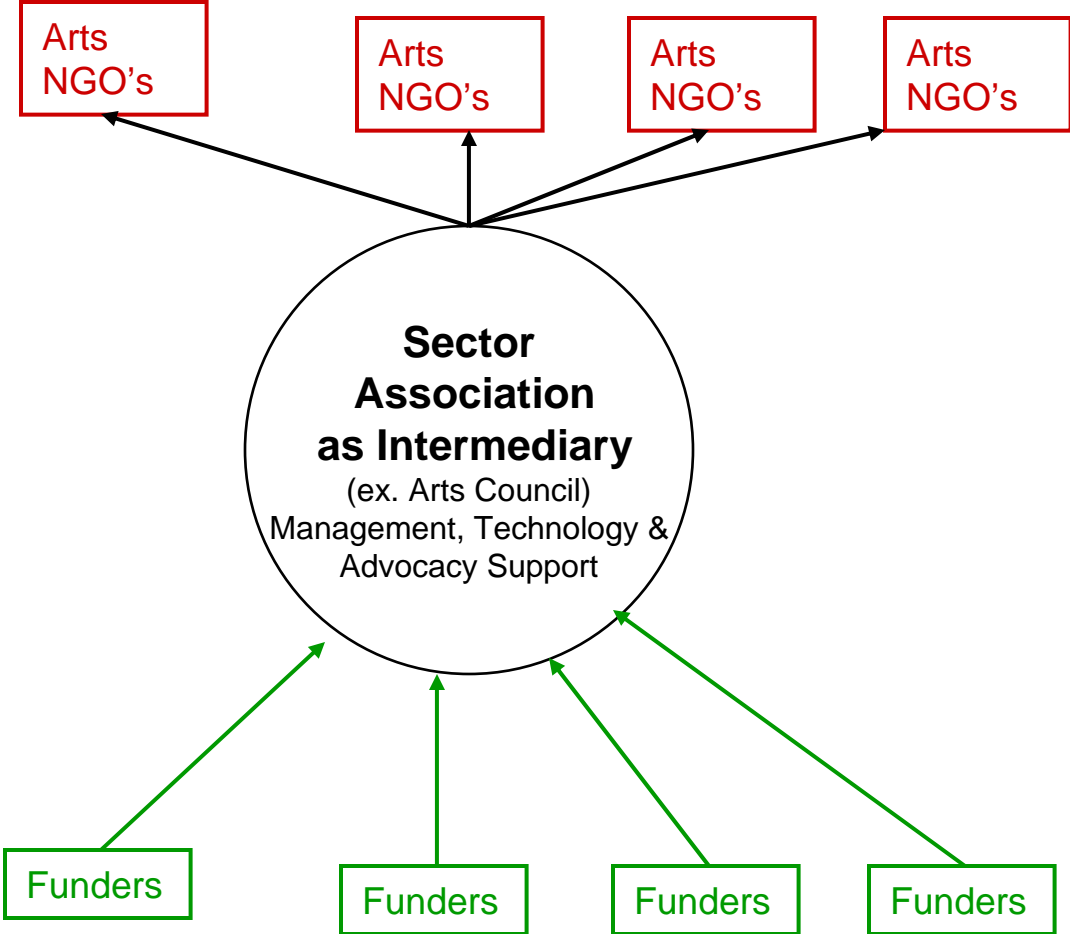
BUILDING PROGRAMMATIC & ADMINISTRATIVE CAPACITY ONE ORGANIZATION AT A TIME



Adapted from Jonathan Peizer

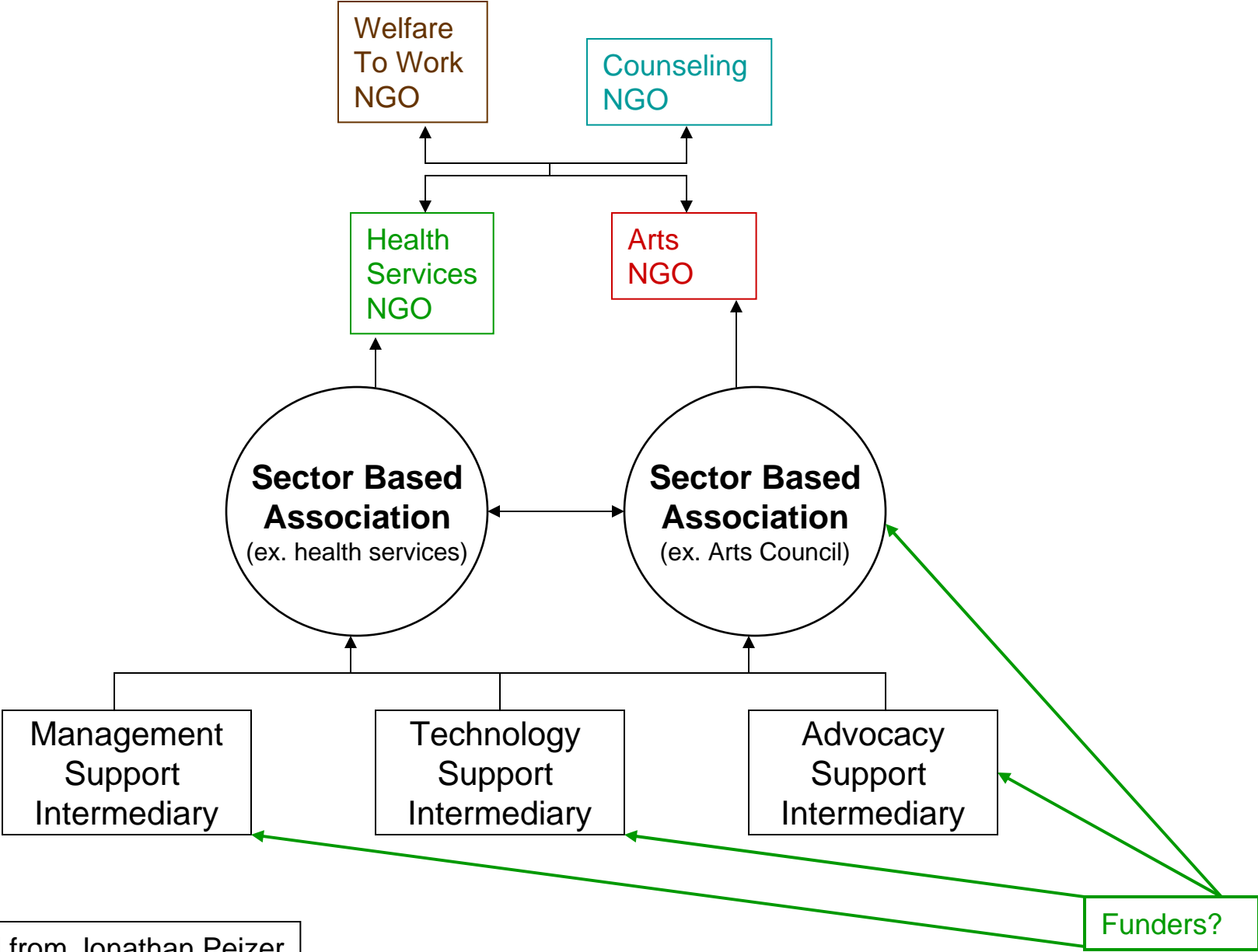
BUILDING PROGRAMMATIC & ADMINISTRATIVE CAPACITY INTO THE NGO SECTOR

ARTS TECHNOLOGY INTERMDIARY



Adapted from Jonathan Peizer

BUILDING PROGRAMMATIC & ADMINISTRATIVE CAPACITY INTO THE NGO SECTOR AN ALTERNATIVE RESOURCE LEVERAGING PARADIGM



Adapted from Jonathan Peizer