

# Advocacy: narrowing our focus

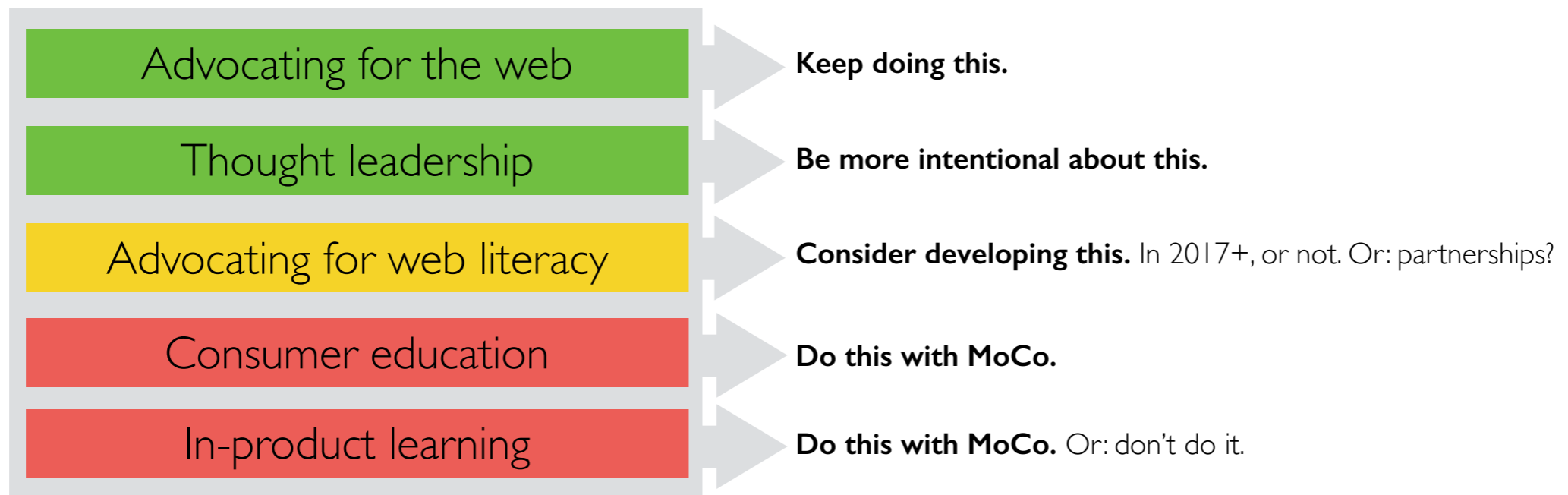
Evaluating potential Advocacy tactics for MoFo —  
and how they could support a single integrated Leadership strategy

Matt Thompson @OpenMatt  
Sep 17 2015

## TL;DR: What *tactics* should MoFo's Advocacy strategy focus on?

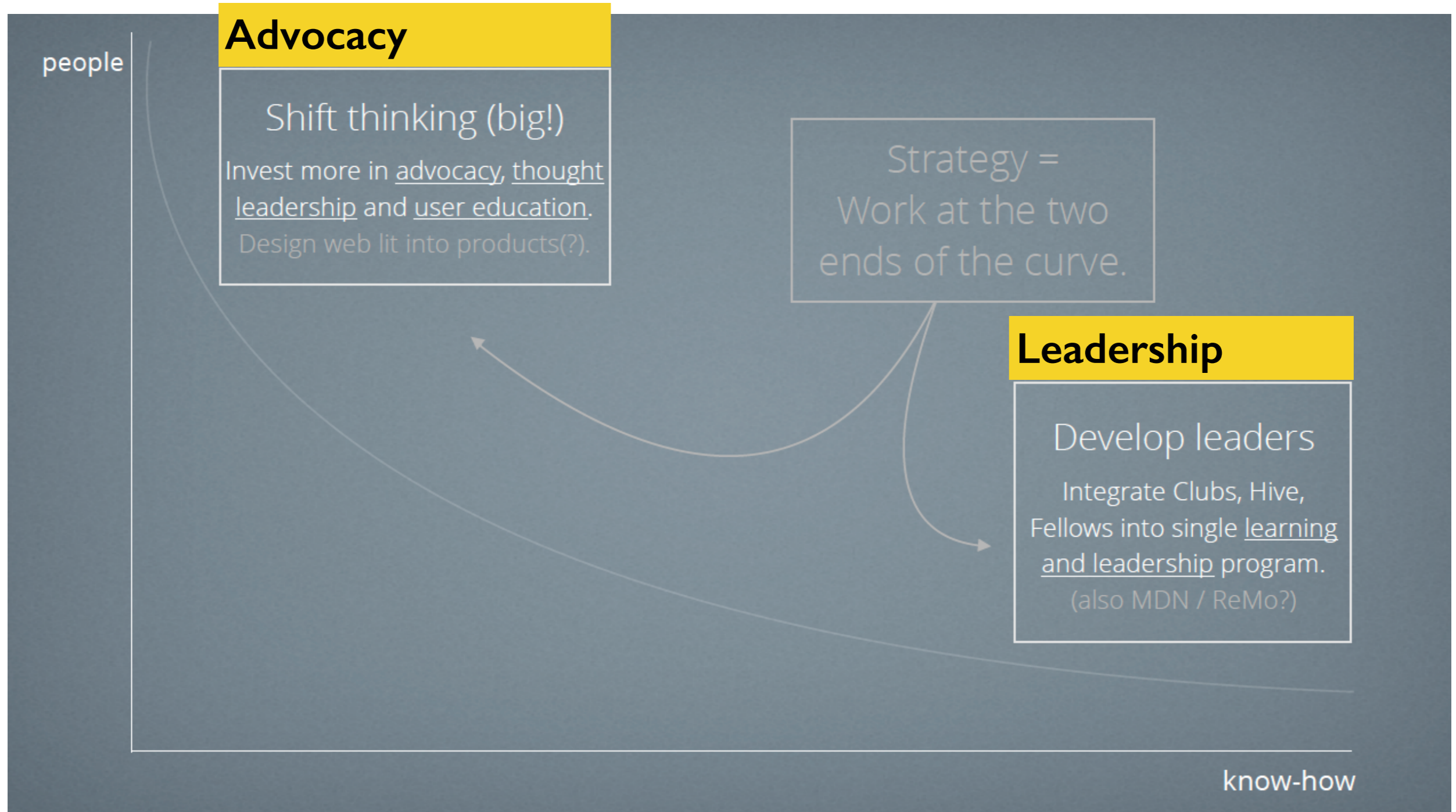
Mark's "Advocating for Web Literacy" post outlines 5 possible core tactics. <http://mzl.la/terms>  
Which of those should MoFo pursue in 2016 and beyond?

### Proposal:



**The rest of this document explains the thinking behind this proposal.** And makes an argument to merge the Advocacy and Leadership working groups into a single integrated Mozilla Learning strategy.

# One strategy or two?



**In June, we said Mozilla Learning was a plan with two key strategies.**

A key question for Phase 2 was: stick with two strategies? Or one?

How could work at these ends of the curve *compliment* each other?

And: what does MoFo actually have the capacity to *do well*?

# Leadership

mozilla

## Types of Leaders

Networked Leadership

Web Scale Leadership

Professional Leadership

## Types of Actions

Increase Awareness

Call to Action

Recruit Others


**On the Leadership side, we've been fleshing out *audience tiers*.**  
Who? What kinds of leaders? What types of *actions* do they engage in?

<http://mzl.la/tiers>

**And: we're doing an analysis of our current offerings.**

What are we already good at? What have we accomplished in the past 5 years?  
How does that inform where we go next?

# Advocacy

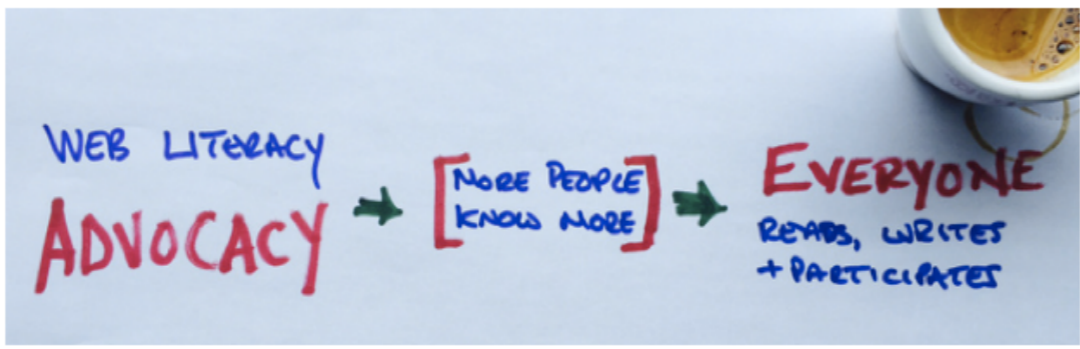
[[  ]]

mozilla wiki

Page Discussion Read View source View history Search

## Learning/Advocacy

< Learning



Main planning document: [http://mzl.la/advocacy\\_doc](http://mzl.la/advocacy_doc)

- IRC channel: #learning-advocacy-wg
- Notes / meeting agenda: <https://foundation.etherpad.mozilla.org/advocacy-wg>
- User journeys draft in progress: <https://etherpad.mozilla.org/user-journeys-advocacy>

**Mozilla Learning: Advocacy (sic)\***

[http://mzl.la/advocacy\\_doc](http://mzl.la/advocacy_doc)

<https://wiki.mozilla.org/Learning/Advocacy>

**The Advocacy side has been harder.** The word itself is confusing, and has a broad scope. We have listed many impact milestones around *potential* advocacy tactics. It feels like what we need to do next is: pick some. Move from “potential” to *practical*.

**The Advocacy group has done good work on this.** This document tries to synthesize it, make proposals, and force us to make clear decisions that will simplify the next phase of planning.

**How do we clarify and narrow our Advocacy focus?** Mark's blog post makes a proposal. Consider these 5 potential tactics. Then analyze their fit for MoFo and pick some.

# Advocating for web literacy

by MARK SURMAN | July 20, 2015 | 3 COMMENTS

1. **Advocating for the web:** building a strong educational element into a regular series of political and advocacy campaigns. E.g. our recent net neutrality campaigns.
2. **Advocating for web literacy:** promoting the importance of web literacy and giving others around the world the tools to teach it. E.g. lobbying governments and educational orgs to deploy curriculum from Mozilla Clubs, MDN, etc.
3. **Consumer education:** building educational messages about topics like privacy into our product channels, advertising or other places where we have a large audience. E.g. **Smart On** campaigns or internet onboarding programs w/ phone carriers.
4. **Ambient learning:** putting features and cues inside our mainstream consumer software in ways that are likely to help people better understand the web. E.g. tinker mode in Webmaker or private browsing in Firefox.
5. **Thought leadership:** defining an agenda around the future of the web or web literacy and then talking about it loudly in public. E.g. a more robust version of **Shape of the Web** backed by an extensive public relations and media campaign.

# Advocating for web literacy

by MARK SURMAN | July 20, 2015 | 3 COMMENTS

Mark: “Part of our work with Mozilla Learning is to:

- a) **look at these tactics** and others,
- b) **line them up** against our impact statements,
- c) **decide** which ones should be at the center of our overall strategy.”

Advocating for the web

Advocating for web literacy

Consumer education

In-product learning

Thought leadership

**Where we are on this so far?**

## Key Questions / Areas we're tripping up

**Vocabulary.** Do we understand and agree on what these words mean? (*Hint: no*)

**Capacity.** What are we good at? What do we already do vs. need to build?

**Phasing.** What should do in year 1 vs 2 vs 3?

**MoFo / MoCo.** What can MoFo do alone vs together?

**Alignment.** Which of these tactics line up well with our Leadership work?

### Advocacy

Advocating for the web

Advocating for web literacy

Consumer education

In-product learning

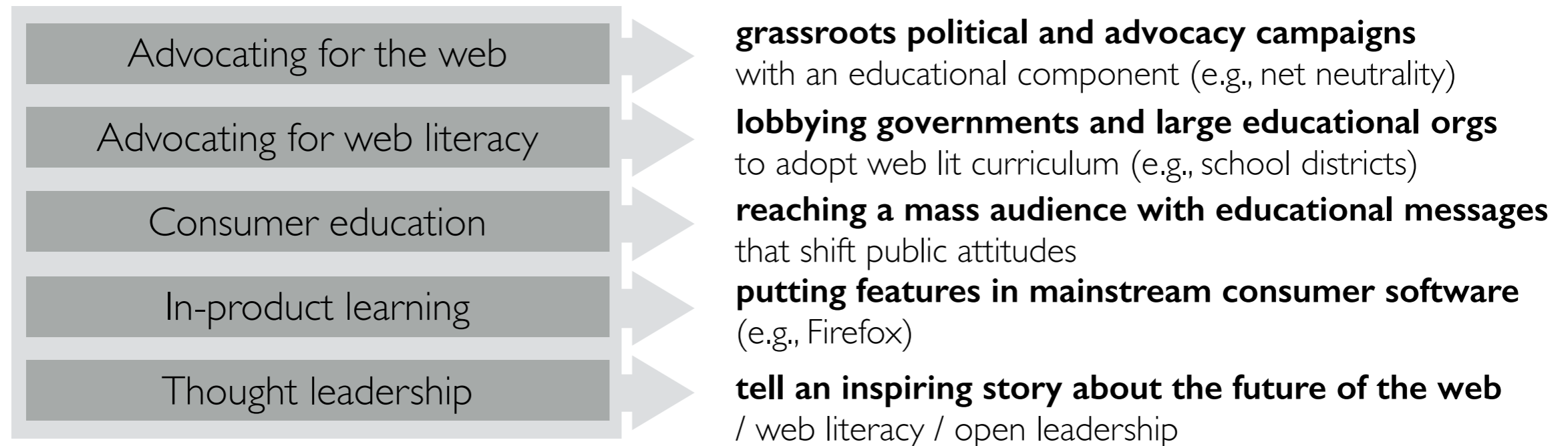
Thought leadership



## Evaluating Tactics: shared vocabulary and definitions

*(These tactics are sharply different — not just games with words!)*

*We trip over definitions here. Let's be clear.*



***We can line up multiple tactics against a single impact.***

*But: MoFo can't do all these. We have to choose.*

# Example: Mothers Against Drunk Driving

## Our language

Advocating for the web

Advocating for web literacy

Consumer education

In-product learning

Thought leadership

## Their impact: eradicate drunk driving

**Get laws passed** that stiffen DUI penalties.

**Get schools** to adopt drunk driving curriculum.

**Air TV commercials / PSAs** about the dangers of drunk driving.

**Ship an 'impaired driving' feature** into a mainstream video game.

**Provide inspiring stories**, resources and research.



24-Hour Victim Help Line  
877.MADD.HELP



LOCAL OFFICES /

Search icon and text: "Type your keyw"

DRUNK DRIVING ▾ DRUGGED DRIVING ▾ VICTIM SERVICES ▾ UNDERAGE DRINKING ▾ ABOUT US ▾ BLOG GET INVOLVED ▾

*You Always  
Have a Place  
at MADD*

[View our NEW Victim Services PSA](#) ▶



Maria, 33

## Banana Peel

### We trip over the definition of “Advocating for the web.”

That sounds vague and could mean almost anything. It doesn't.  
Think grassroots political and advocacy campaigns, with a strong educational component.  
Surveillance, net neutrality, etc.

Advocating for the web

Advocating for web literacy

Consumer education

In-product learning

Thought leadership

**Impact: governments pass laws that are good for the web**

- More people become web advocates
- Mozilla responds quickly and decisively to global web advocacy issues
- Mobile network operators pull out of internet.org

## TELL U.S. CONGRESS: PROTECT NET NEUTRALITY

Dear Congress,

As an American and member of the global Web community, I urge you to take the necessary steps to protect Net Neutrality.

The Web was made to be a global engine of innovation and entrepreneurship — a level playing field from which we could learn, connect and create. The FCC's most recent rule proposal, which would allow large companies or others to buy faster and more direct Internet access, threatens that level playing field and the open Web as we know it.

*If you live or vote in the United States, please add your name to the petition using the form below and forward this to anyone you know in Congress.*

Email Address

First Name\*

Last Name\*

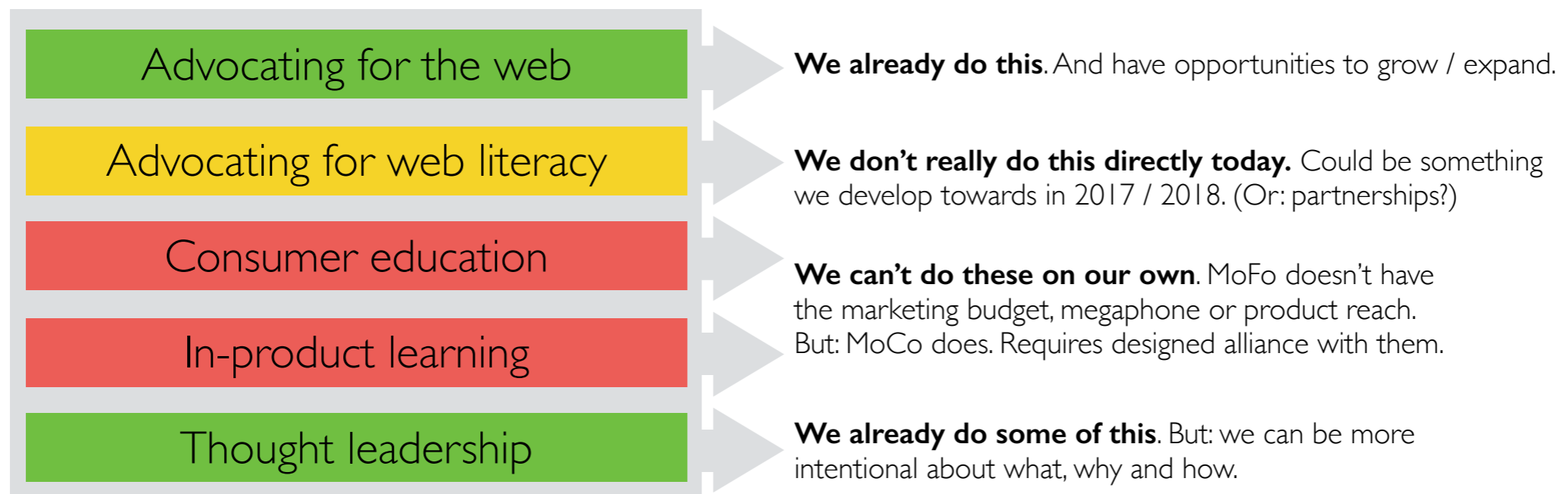
Address\*



# Capacity / Aptitude

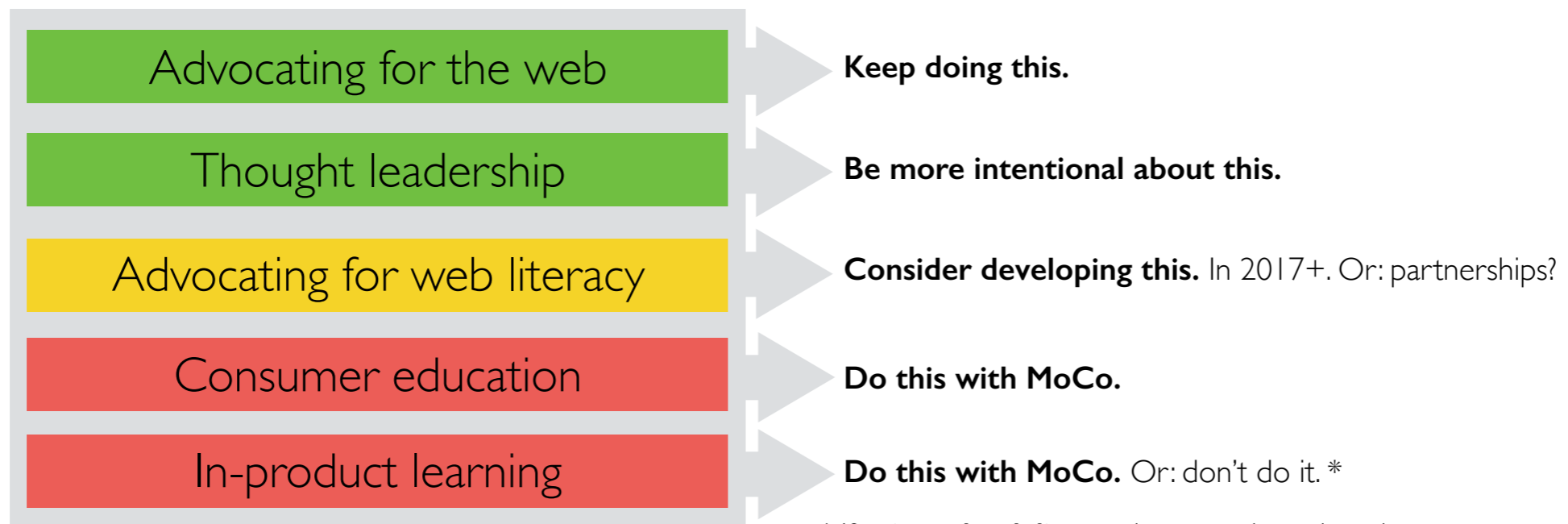
Which of these does MoFo *already* do?

## Advocacy



**Proposals:** Based on that analysis, here's a proposal.

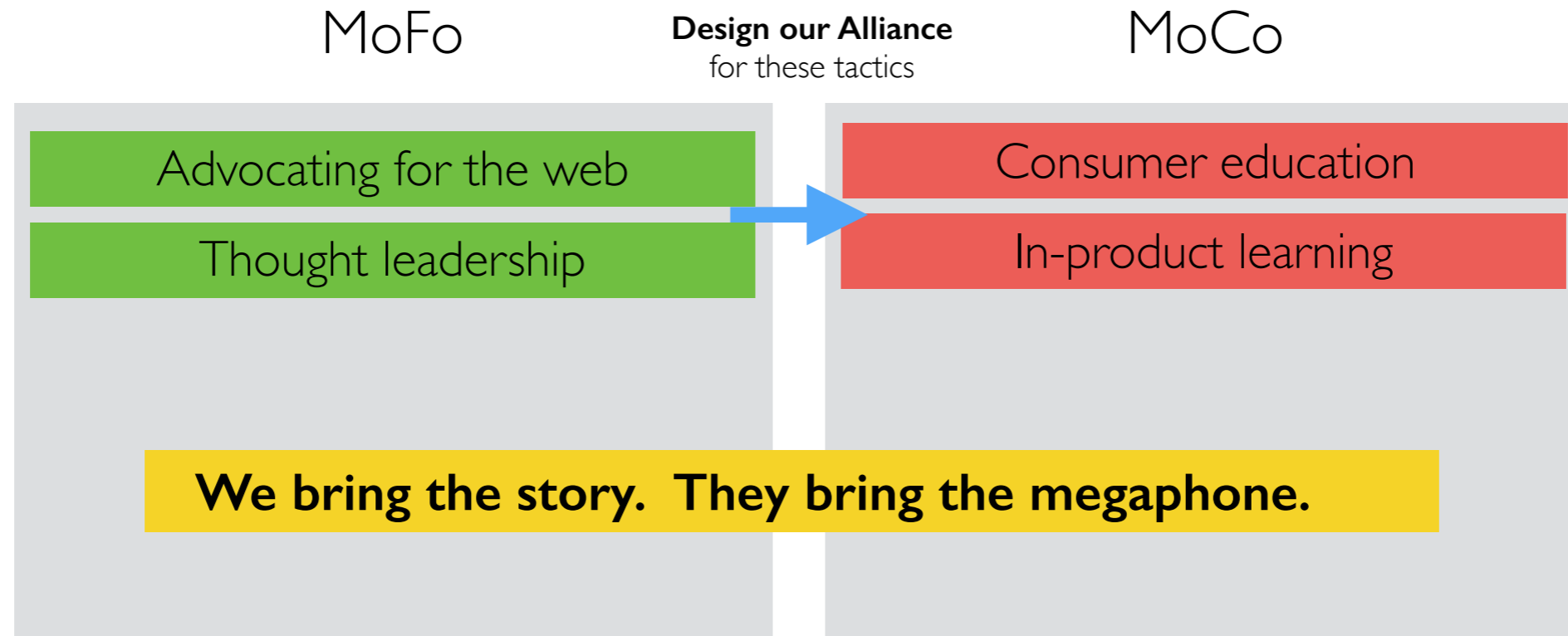
## Advocacy



\* If **universal web literacy** is our north star, keep it.  
If **leadership** is our north star, drop it.

## Designing our Alliance

**MoFo thought leadership can occasionally feed into MoCo consumer education**



**Thesis: MoFo simply does not have the ability to do consumer education or large-scale in-product learning by itself.** These tactics are dependent on a designed alliance w. MoCo.

We could make some beautiful music together here — and have successful past examples. MoFo leadership community as lab; MoCo as mass audience channel.

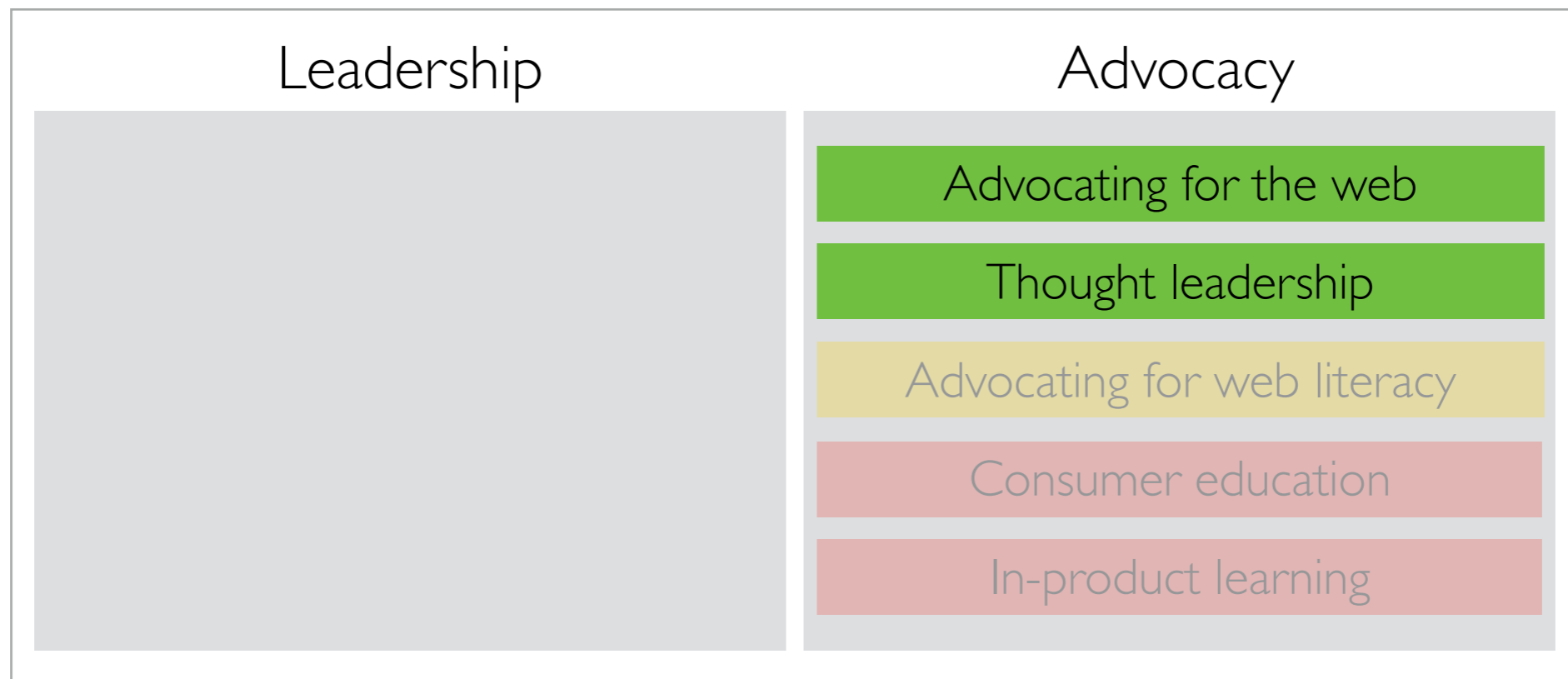
**But: MoFo cannot do consumer education or large-scale in-product learning by itself.**

# Key Proposals

So where does that leave us?

## I) Focus on two core advocacy tactics

Focus MoFo's Advocacy efforts on these two specific tactics. Use this understanding to narrow the scope of what we're doing, and be clearer about what we actually mean by "Advocacy."

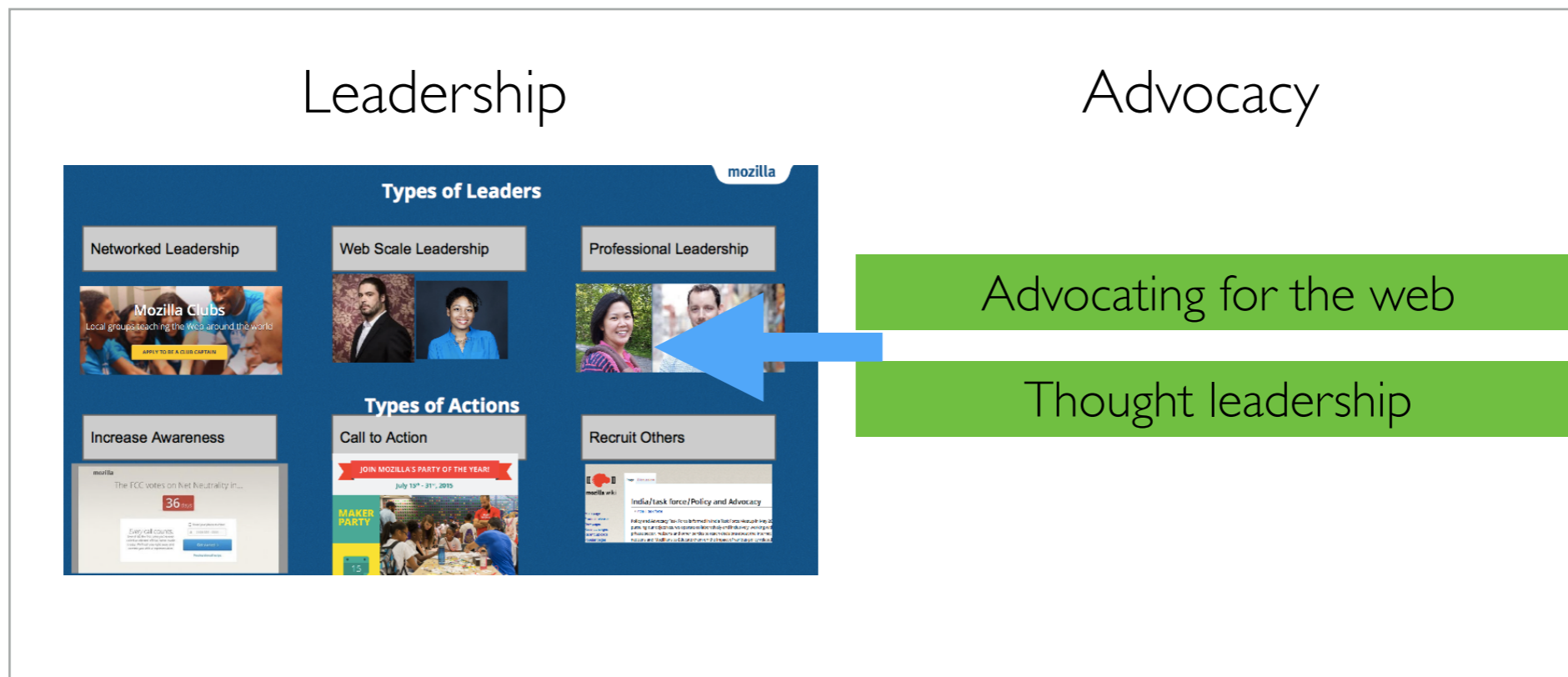




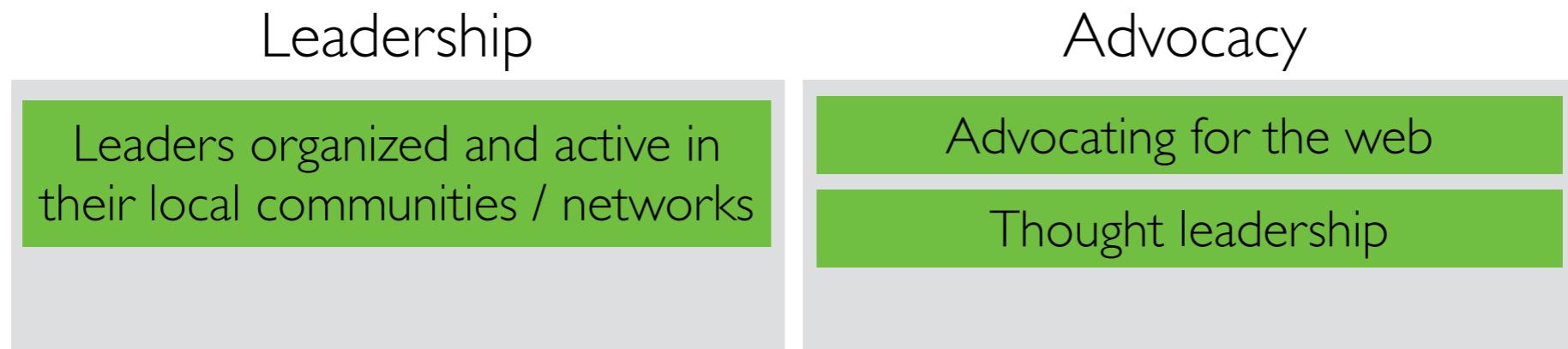
## 2) Align those tactics with our Leadership efforts

Think about how these two tactics compliment our Leadership work.  
This will help merge the two working groups in a focused and productive way.

### Mozilla Learning



### 3) Get excited about how well they fit.



 **Grassroots policy campaigns** add teachable moments, CTAs and organizing opportunities for our leaders in their communities.

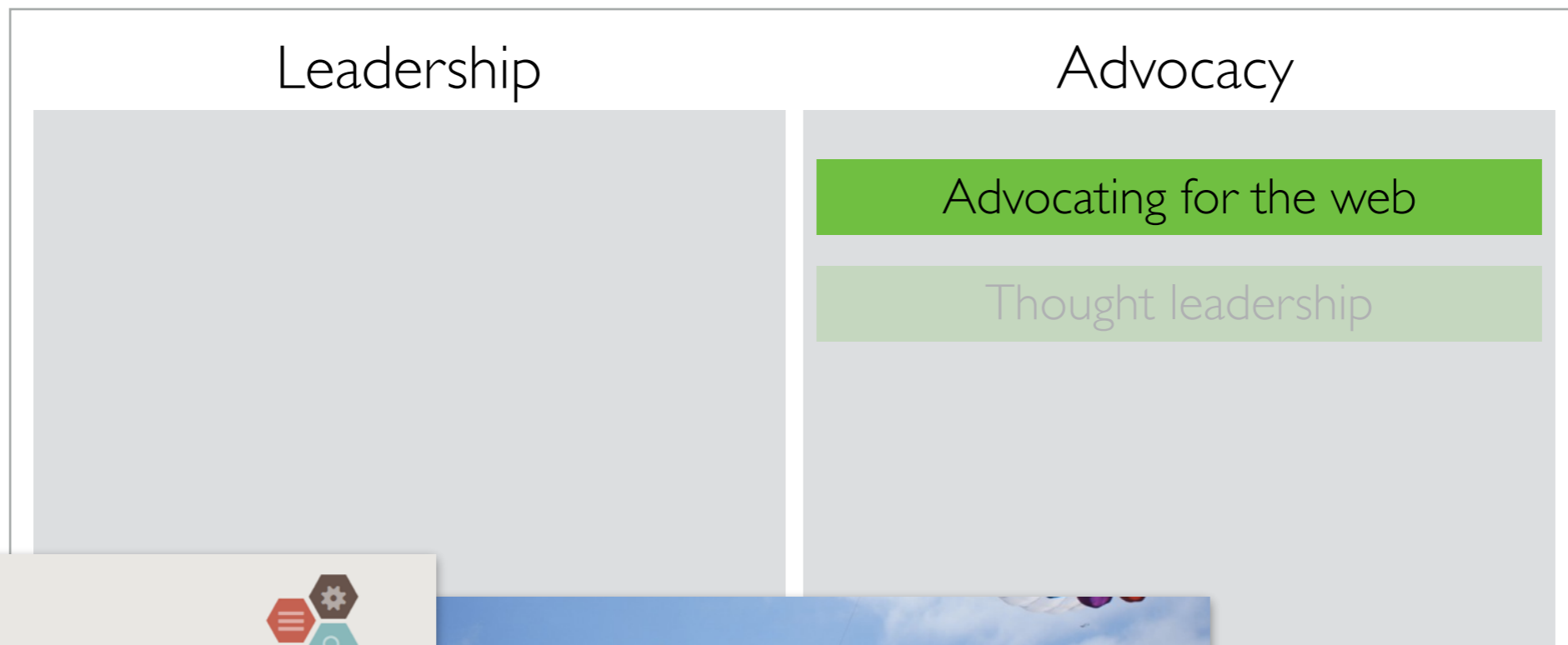
**Thought leadership** provides a clear, inspiring story for our work; turns the local knowledge of our community into global stories. 

*“When I think about other organizations I admire, they use an **artful mix of reinforcing strategies.**”*

— Mark Surman <http://mzl.la/terms>

## 4) Digest strong existing work on “Advocating for the web”

We already have the beginnings of a strategy and work plan for this tactic — and a theory about how it integrates / compliments the rest of our work. (see: Andrea and Sara’s Sep 17 blog posts <http://mzl.la/move>)



campaignmusings



### Using scale to build community

*I am GetUp.* For years now those words have represented the potential for connection and community an advocacy organization can strive for to me. Here's why:

GetUp is a multi-issue advocacy organization based in Australia. They use online organizing as one of their main ways of mobilizing communities to create change. I worked there for four years. In my second year working there – I got to the office to find a dismissive article had been written about us in a prominent news outlet calling our members astroturf.

Before the staff could get into the swing of figuring out messaging – we saw the comments. Hundreds of members of our community had already shared their stories in the comments page. They had written things like: “I’m a single mother, I am GetUp.” The members felt so much ownership over the organization that there was no need for staff to respond – our members had already discredited the article in a powerful and organic way.



September 16, 2015

← Previous Next →

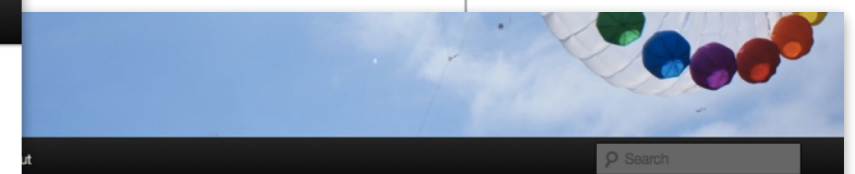
### Movement Building at Mozilla: What We've Learned

*(This is Part I in a two-part series)*

Mark asks in his blog post: How can we help m(b)illions more people understand how the web works and how to wield it?

Before joining Mozilla I worked with organizations like Change.org, Habitat for Humanity, and CREDO. Though none of them are quite like Mozilla, these organizations provide useful context for understanding how Mozilla's change-making work is typical (or isn't). I tend to view Mozilla's work through a *movement-builder's* lens.

As we look at how Mozilla can impact web literacy in the next 1 – 3 years I wanted to



September 16, 2015

← Previous

### Movement Building and Web Literacy: What's Next

*This is the second of a two-part blog (see part I here)*

**Mozilla can apply what we've learned from digital grassroots organizing to help millions more people become web literate, and move from passive consumers to active citizens of the web. Here are three big opportunities:**

Integrate grassroots advocacy into the Mozilla community. This means deeper

**5) Flesh out a plan for thought leadership.** Using this framework and integrated fit w. Leadership.



<— insert MoFo leaders here —>

### **MoFo thought leadership can:**

- provide a clear, inspiring story for our work (which is *hard* — let's solve our storytelling problem)
- turn the local knowledge and successes of our community into global stories
- amplify the best work of our Leaders, Fellows and Alumni
- turn our research and community knowledge into influence
- feed MoFo social marketing, comms and PR efforts
- provide content for the Mozilla megaphone beyond product

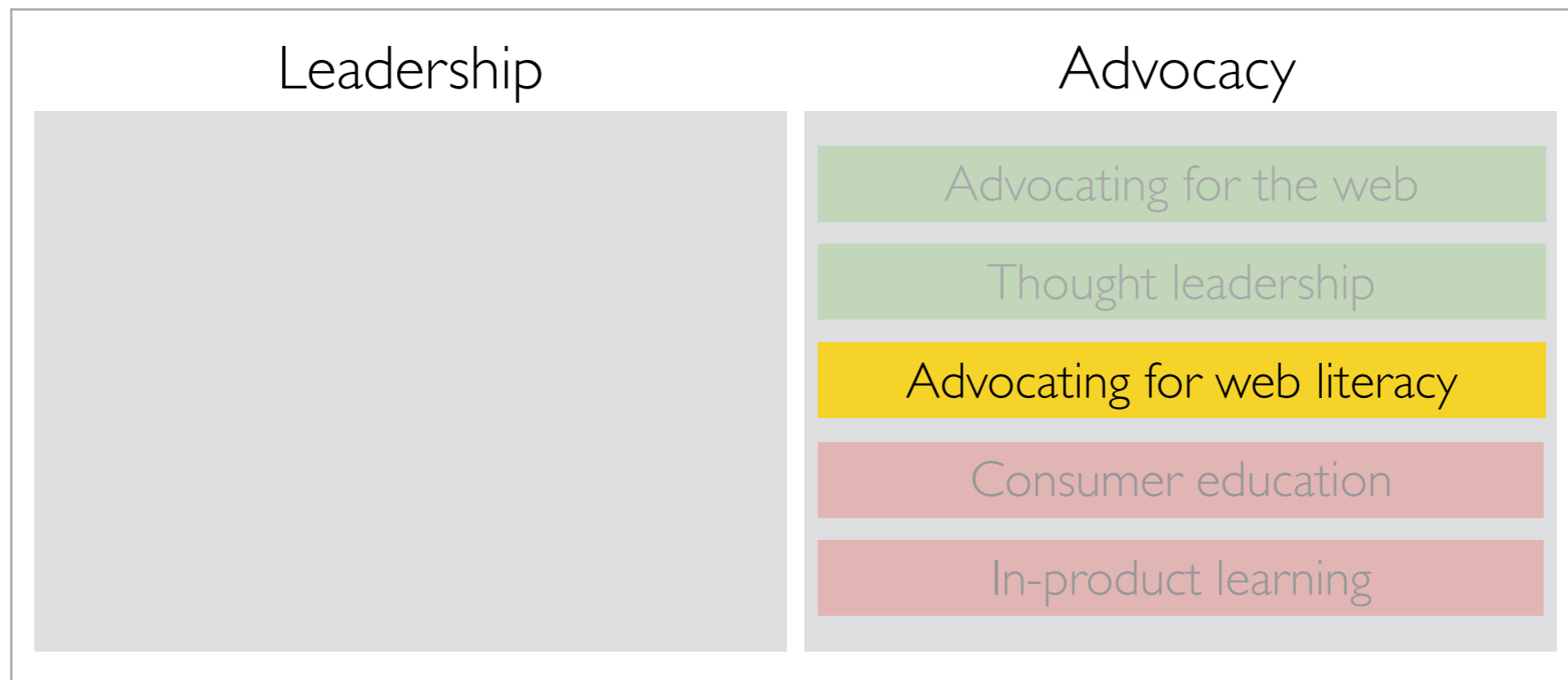
### Advocacy

Advocating for the web

Thought leadership

## 6) Have a think about “advocating for web literacy”

Thesis: we’re not set up to do this in 2016. Develop towards it later? Pursue it through partnerships? Fellowships? Drop it for now?



# 7) Line up all our work behind a single integrated strategy and focus.

MoFo = leadership and advocacy for the open web

People

We invest and build capacity in leaders

Places

active in their local communities and networks

Campaigns

running local campaigns

Thought leadership

feeding into / from global thought leadership

Partnerships

scaled up through partnerships.

The screenshot shows a Mozilla webpage with a dark blue background. At the top right is the Mozilla logo. The page is divided into two main sections: 'Types of Leaders' and 'Types of Actions'. Under 'Types of Leaders', there are three categories: 'Networked Leadership' featuring 'Mozilla Clubs' with a photo of people and a 'APPLY TO BE A CLUB CAPTAIN' button; 'Web Scale Leadership' with two portraits of individuals; and 'Professional Leadership' with two more portraits. Under 'Types of Actions', there are three categories: 'Increase Awareness' with a Mozilla graphic about FCC Net Neutrality votes; 'Call to Action' featuring a 'JOIN MOZILLA'S PARTY OF THE YEAR!' banner for July 15th-31st, 2015, and a 'MAKER PARTY' photo; and 'Recruit Others' with a screenshot of a Mozilla Wiki page for 'India/task force/Policy and Advocacy'.

# **Advocacy:** narrowing our focus

Some preliminary analysis of potential  
advocacy tactics for Mozilla Learning

Matt Thompson @OpenMatt  
Sep 17 2015