

# The Move Your Money Guide to ONLINE ORGANIZING

-- Tell personal stories and allow your supporters to tell their own. Add pictures and video to help your narrative. This makes the campaign personal and gives people a chance to feel like they are a part of it.

-- Engage your supporters as much as possible. To spread your message, ask probing questions and offer strong statements. You want your supporters to comment on, like, and retweet what you say in order to spread the news to their friends and followers. This way you can raise your campaign's profile and get more people involved.

-- Simplify. Both in your idea, but especially in the presentation. A simple image, comic or video goes a lot further than a 1,000 word essay.

-- Make the campaign positive. Move Your Money is about emphasizing the acts that we can take to make a better financial system, not just the bad things the major banks have done.

You may just be small on your own, but online you can connect globally while still acting locally.

Keep things active. The worst websites and online discussions are the ones where nothing changes. Continue to offer new information that interests people. Keep asking questions and people will respond. If you give up, everyone else will too.

-- Make friends. Reach out to similar groups and get them involved. Stay on top of what like-minded campaigns are up to and help publicize each other. This way you can turn your campaign into a part of a national network.

-- Know what's going on. Scan various financial news outlets (the Wall Street Journal, Financial Times, Bloomberg, etc..) as well as local media and blogs to stay on top of what's happening in your community and around the country.

-- Personalize it. Because Move Your Money is such a broad and far-reaching concept, there's room for people to add their own priorities, whether they're about supporting small business lending, foreclosure habits, environmental practices or the bailout. Add your voice and let your supporters add their own.

