

# RAPID RESPONSE CHECKLIST

Rapid Response relies on having predefined workflows and ready-to-go digital strategies. It's what gives public affairs teams the ability to mobilize immediately with no friction on decision-making or process.

When an urgent moment arises, you and your team need a game plan that goes beyond simply asking your supporters to act urgently. Here's our checklist to assemble your Rapid Response Plan



## Start the Prep Work Now



**Email Templates:** Have clear, pre-built email copy tailored for immediate relevance, designed to prompt fast, meaningful advocate responses.

- Breaking News: For urgent updates or policy shifts
- Action Alert 1: For Initial prompting
- Action Alert: Last Chance To send to non-openers.
- Policy Success: To thank advocates for their role and tell them what happened.
- Policy Loss: To tell advocates what happened and what impact it will have.



**Advocacy Landing Pages:** Ensure pages have clearly visible forms, concise messaging, and are optimized to quickly capture digital advocate responses without unnecessary steps.

- Email to Legislators: advocate activation page
- A pre-built pop-up or callout on the front page of your website



**Secondary Engagement Opportunities:** Prepare a follow-up action, such as a quick personal story submission or digital fundraising option, to sustain momentum from your most committed advocates. This is unique to your organization's needs and strategy.



**Image Templates:** Don't have a graphic designer on staff? Not to worry there are free resources at your disposal online such as Unsplash, Canva, and more.



**Assign a rapid response team:** Share the workload and tap staff in advance of a rapid response moment so everyone knows their roles.



## Identify Your Audience

- **Tailored audience segments:** Your audience isn't all the same, so don't treat them as such. You don't need to reinvent the wheel, but minor adjustments across your communications make a world of difference in the user's desire to interact with your content when time matters.

Ensure you have segments pre-built to your needs and set to auto-update in your email platforms based on behavior, location, and digital data. A few of those audiences should include:

- **Digital Behavior:** Have tailored messaging that recognizes and appreciates your most loyal advocates. Tell less-engaged advocates that you need more from them, share previous wins, and appeal to their emotions.
- **Location:** If you're a national organization, consider state-specific subject lines and messaging, and watch your open rates double. For state-based orgs, start letting people know if they live in a district with a particularly problematic policymaker.

- **Prioritize Digital Influencers:** Identify the advocates who have demonstrated high digital engagement in past campaigns and target them first for actions such as sharing digital petitions, amplifying social media posts, or rapidly generating testimonials.





# It's Go Time!



**Confirm and Curate Content Quickly:** Verify essential details via trusted news outlets, while simultaneously having team members scan emerging social platforms (TikTok, X, BlueSky) for timely, impactful user-generated content that can be shared alongside official news.



**What is the correct response to this moment?** Examine all your available channels and determine the right ones for this audience at this time.



**Who are the relevant advocates?** In times of rapid response, the default is to send everything to everyone; however, that's not always the most effective approach.



**Send Digital Alerts to Engaged Advocates** First: Start with your digitally engaged, responsive core segment to immediately establish momentum and gather early action data.



**Move quickly:** You should have a good understanding of your audience to create a concise list based on their expressed interest in a specific issue area or previous activity history. Assemble your list and begin distributing content across your channels. There's no time for 2-day turnarounds!



**Expand later:** Once you have your initial message out to a target audience, you can start expanding outward, bringing in more of your audience for further actions.

Rapid response puts your advocacy framework to the test. It starts with preparation, but comes down to knowing your audience and activating when the moment arises.

We built AdvocacyAI so organizations could meet moments like these with a clear understanding of their audience, quick templates for content ready in 5 minutes or less, and reports and analytics to make data-driven decisions.