Maintain Engagement After International Women's Day

3 ways to keep your volunteers and advocates digitally engaged after International Women's Day.

EMAIL

Send **email updates** about the work you're doing, why it's important, and how your subscribers can get involved. **Keep your advocates informed** on your day-to-day progress and events, be it phone banking or awards honoring the impactful women in your community.

SOCIAL

Keep everyone in the loop about what your organization is up to, engage with other groups doing similar work, and share important info about legislation or judicial decisions that impact women. Streaming platforms (e.g. FB & Instagram Live) allow you to **engage with your followers** in real-time. Keeping everyone engaged means having a positive relationship with folks and building a stronger coalition for your cause.

CONTENT

Produce regular, relevant content (e.g. eBooks, infographics, blog posts) with the help of volunteers and staff members. Content can help **broadcast ways to get involved** and **share successful strategies** with other groups also working to empower women.

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