

DISTRIBUTED ORGANIZING “TECH STACK” ELEMENTS

Function	Typical tools used
Recruitment, getting names on lists through low-barrier digital actions	Campaign CRMs with mailers like Action Network / Nation Builder etc., Mailchimp , Facebook groups, Facebook Messenger, SMS short code systems like TextMarks , sometimes paper to digital signup process at public events later transferred to digital spreadsheets
Serving low-barrier digital actions / identifying high-action takers	Hosted online petitions like ControlShiftLabs , action tool suites like New/Mode , built-in action tools within Nation Builder / Action Network etc., Peer to peer texting systems like Hustle and Relay , Phone-banking tools like CallHub
Campaign signup / sign-on	Microsites either hosted independently or signup pages generated by Action Network + Nation Builder etc, Google forms / spreadsheets
Finding local actions	Dynamic event or chapter maps, either generated by tools like Action Network / Nation Builder etc. or custom coded, Facebook Events
Coaching, mentoring, checking in with supporters	Videoconference software, most often Zoom or Maestro conference
Internal informal comms / coordination within the network of supporters	Slack , WhatsApp, Facebook Groups
Planning docs, timelines, managing events etc.	Google docs / sheets , Air Table , Eventbrite , Facebook Events
Tracking + contacting larger groups of supporters	CRMs with mailers like Action Network / Nation Builder (especially these two because they allow for distributed control), Mailchimp

The table presented above is a compilation of tools and platforms used by leading organizations that run distributed organizing systems including: The [ACLU's People Power](#) program, [350.org](#), [Indivisible](#), [Movimiento Cosecha](#), the Bernie campaign, Canada's [Dogwood](#) Initiative, [Sierra Club](#), [Hollaback!](#), Team Internet - [Free Press](#) and the [Stop Adani](#) network in Australia.

For help implementing and fine-tuning your distributed organizing approach, contact us at: trainings@netchange.co.