Campaign Planning (Katya)

Write down campaign goal and be sure that it is measurable.

Determine who your target is ie., research to determine who the decision makers are. Then limit your target to one or two team members (congressional people). Research how and when they make decisions. Check their voting history and see if it is public. Have they made a public statement relevant to the issue? Then power map your target.

Do u need to build grassroots power? Do you need to do more educational activities?

Strengths and tactics

Write these down so new members can read strategies and tactics for the issue.

Strategies and tactics show how and when you are going to push the levers. Which tactics fit within the strategies for time and budget? See campaign planning worksheet.

Example #1 Care Act—Public Lands Protection Act:

Goal: To protect 400,000 acres of public lands through passage of CARE Act by 2020

Strategies:

1. Make sure Care Act is a top legislative priority for 2 liberal senators. Create overwhelming support.
2. Secure support for republicans in senate. Hold them accountable if they are silent or opposing
3. Didn’t get it down

Tactics:

-secure over 200 business sign ons

-publicize the list of businesses

-use social media

-continuous pressure through LTEs, OPeds, and social media posts

Example #2 Campaign Goal: To pass reform bill for new mines in Colorado in 2019

Secondary Goal: To build long-term power for mining reform

Strategies:

To re-engage all bill endorsers and key lobbyists within the capital to be supportive

To ensure key voices are heard

Tactics:

-Get renewed endorsements from entities that endorsed bill last session

-Do targeted outreach to new targets

-Ask endorsers to make a quick phone call to legislators

-Prep endorsers from last time to testify for this bill

How do you measure the effectiveness of campaign strategies?

Ideas for Washington Campaigns: Chehalis Dam Opposition

Goal: To maintain Chehalis river as free flowing

Strategies:

1. To make Chehalis River a top issue for legislative members
2. Secure support in both parties

Tactics:

-Create Wash Brat team for this issue

-Provide educational zoom calls to members on this issue

-Form a subgroup in each BB