Building Effective Issue Campaigns
Community Agreements

- RESPECT each other
- WELCOME all experiences into the space
- ENGAGE in a way that works for you
- EMBRACE principles of diplomacy
- SHARE (but you can always pass)
Do Now Exercise

- Take 2 minutes answer the following questions:

- What is your League’s approach to developing an issue campaign?

- What excites you the most about this process?
Why Plan?

1. Provides focus and direction – so people know where they are going
2. Uses resources and people efficiently
3. Establishes benchmarks
   - Creates accountability
   - Know if you are winning
4. Democratizes knowledge
A Strategic Plan ANSWERS...

Who will do
What to Whom
When for How much?

Assign who is responsible
The most effective activities and actions to demonstrate and leverage our power
Key decision makers and outreach targets
A timeline for the campaign with each action and activity
How many resources (time, people, $) will it take?
“VAST” Planning Framework

Defining our Goal
Power Analysis and Targeting
Changing power relations
Building and demonstrating our power

Vision
Assessment
Strategy
Tactics
Step 1: VISION – Determine Your Goal

- Clearly define the PROBLEM
- Brainstorm SOLUTIONS
- Evaluate solutions against your GOAL CRITERIA
Case Study:

DOMESTIC WORKERS BILL OF RIGHTS

Problem Statement:
Domestic Workers are not protected by many laws & vulnerable to exploitation and abuse

- **Solution 1:** Run grievance campaigns against the most egregious individual employers
- **Solution 2:** Set up a fund for workers who have had their wages stolen
- **Solution 3:** Develop a public education campaign about the abuse domestic workers face
- **Solution 4:** Start a domestic worker counseling center and support groups
- **Solution 5:** Pass a Domestic Workers Bill of Rights to provide overtime pay, protection from discrimination, notice of termination and other basic benefits
## GOAL CRITERIA

**STATEMENT OF THE PROBLEM...**

<table>
<thead>
<tr>
<th>POSSIBLE SOLUTION</th>
<th>Improves people’s lives</th>
<th>Specific &amp; measurable</th>
<th>Winnable (on what timeline)</th>
<th>Alters power relationships</th>
<th>Builds our organization (allies, $)</th>
<th>Excites us</th>
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Other criteria could include:
- Results in measureable reductions in racial/gender disparities
- Consistent with our values and vision
- Unifying—doesn’t divide potential allies

Modified from: Midwest Academy
## Problem Statement
Domestic Workers are not protected by many laws, and vulnerable to exploitation & abuse.

### POSSIBLE SOLUTIONS

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<tbody>
<tr>
<td>1. Run grievance campaigns against the most egregious individual employers</td>
<td>X</td>
<td>X</td>
<td>?</td>
<td>?</td>
<td>X</td>
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<tr>
<td>2. Set up a fund for workers who have had their wages stolen</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>?</td>
<td>X</td>
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<tr>
<td>3. Develop a public education campaign about the abuse they face</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>?</td>
<td>?</td>
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<tr>
<td>4. Start a domestic worker counseling center and support groups</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>?</td>
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<td>?</td>
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<tr>
<td>5. Pass a Domestic Workers Bill of Rights</td>
<td>X</td>
<td>X</td>
<td>?</td>
<td>?</td>
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Step 2: ASSESSMENT
Build Your Power Map & Identify Your Targets

A **Power Map** is a powerful tool to analyze power relationships and help develop a strategy for winning.
**WHO goes on a Power Map?**

<table>
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<tr>
<th>Category</th>
<th>Definition</th>
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<tr>
<td>Decision-makers</td>
<td>The people/groups who can actually <em>make</em> the decisions to change or resolve the problem, <em>not</em> the people who can influence the process</td>
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<td>Organized Allies</td>
<td>Organized groups who support our agenda</td>
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<tr>
<td>Organized Opposition</td>
<td>Organized groups who oppose our agenda</td>
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Power Map

- **10** Decisive decision making power or influence
- **8** Active participant in decision-making
- **6** Power to have major influence on decision-making
- **4** Taken into account
- **2** Barely on radar

**Amount of Power**

**Position or Perspective on our Agenda**

- Die Hard
- Active Support
- Inclined Towards
- Inclined Against
- Active Against
- Die Hard Against
Step 3: STRATEGY
Develop Your Strategy to Move Your Targets
Step 4: Tactics

**Education/Conversation**
- One-on-ones
- Community forums
- Cultural/Art Activism

**Persuasion/Pressure**
- One-on-ones
- Letter-writing campaigns
- Lobby Days
- Call-in campaigns

**Direct Action**
- Strikes
- Boycotts and Disruption
- Bird-dogging candidates
- Hunger strikes
Putting the Plan Together

- V.A.S.T.
- Message
- Resources (people, $, time)
- Timeline
Group Exercise

- You’re a volunteer organizer with your local LWV affiliate. Voter suppression continues to be a top issue that impacts your community. Your chapter has decided to launch a campaign to combat voter suppression in two nearby counties.

- Take 20 minutes to work in your group to brainstorm possible solutions and establish a goal criteria.
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