



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

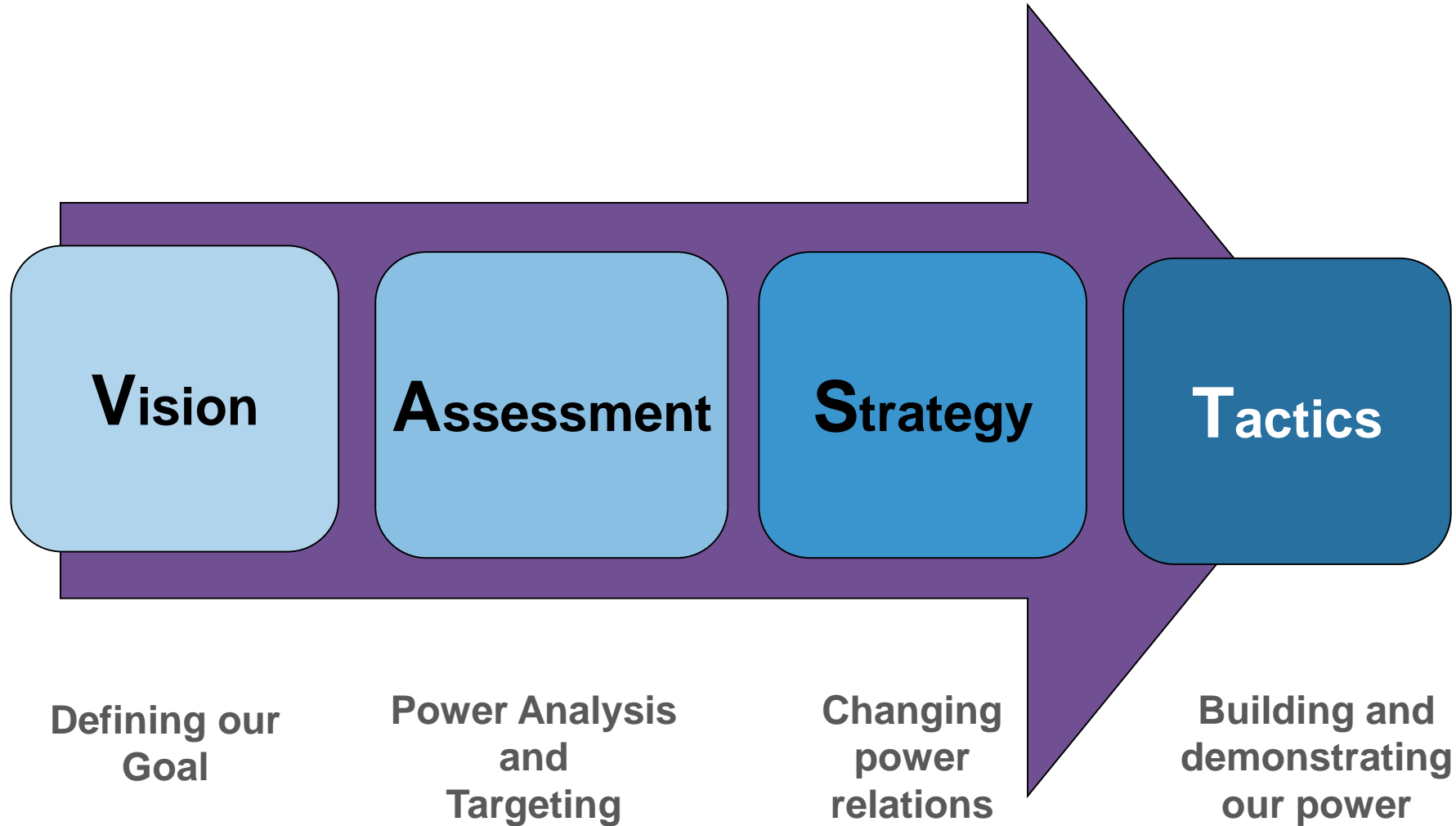


A timeline for the campaign with each action and activity



How many resources (time, people, \$) will it take?

“VAST” Planning Framework



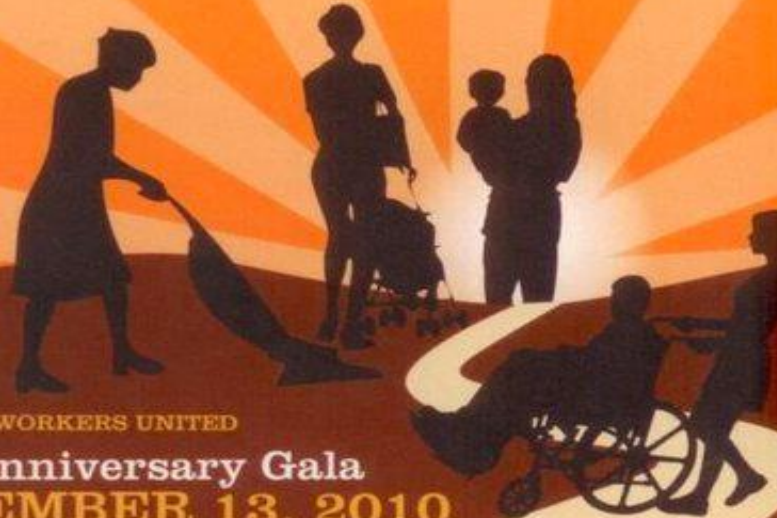
Step 1: VISION – Determine Your Goal

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



Domestic Workers Rising:

Building a Lasting Movement for Dignity and Respect



DOMESTIC WORKERS UNITED

10th Anniversary Gala
NOVEMBER 13, 2010

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...

POSSIBLE SOLUTION	Improves people's lives	Specific & measurable	Winnable (on what timeline)	Alters power relationships	Builds our organization (allies, \$)	Excites us

Other criteria could include:

- Results in measureable reductions in racial/gender disparities
- Consistent with our values and vision
- Unifying—doesn't divide potential allies

GOAL CRITERIA

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

POSSIBLE SOLUTIONS	Improves people's lives	Specific & measurable	Winnable (what timeline)	Alters power relationships	Builds our org	Excites us
1. Run grievance campaigns against the most egregious individual employers	✗	✗		?	✗	✗
2. Set up a fund for workers who have had their wages stolen	✗	✗	✗		✗	✗
3. Develop a public education campaign about the abuse they face		✗	✗		?	
4. Start a domestic worker counseling center and support groups	✗	✗	✗		?	?
5. Pass a Domestic Workers Bill of Rights	✗	?	?	✗	✗	✗



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.



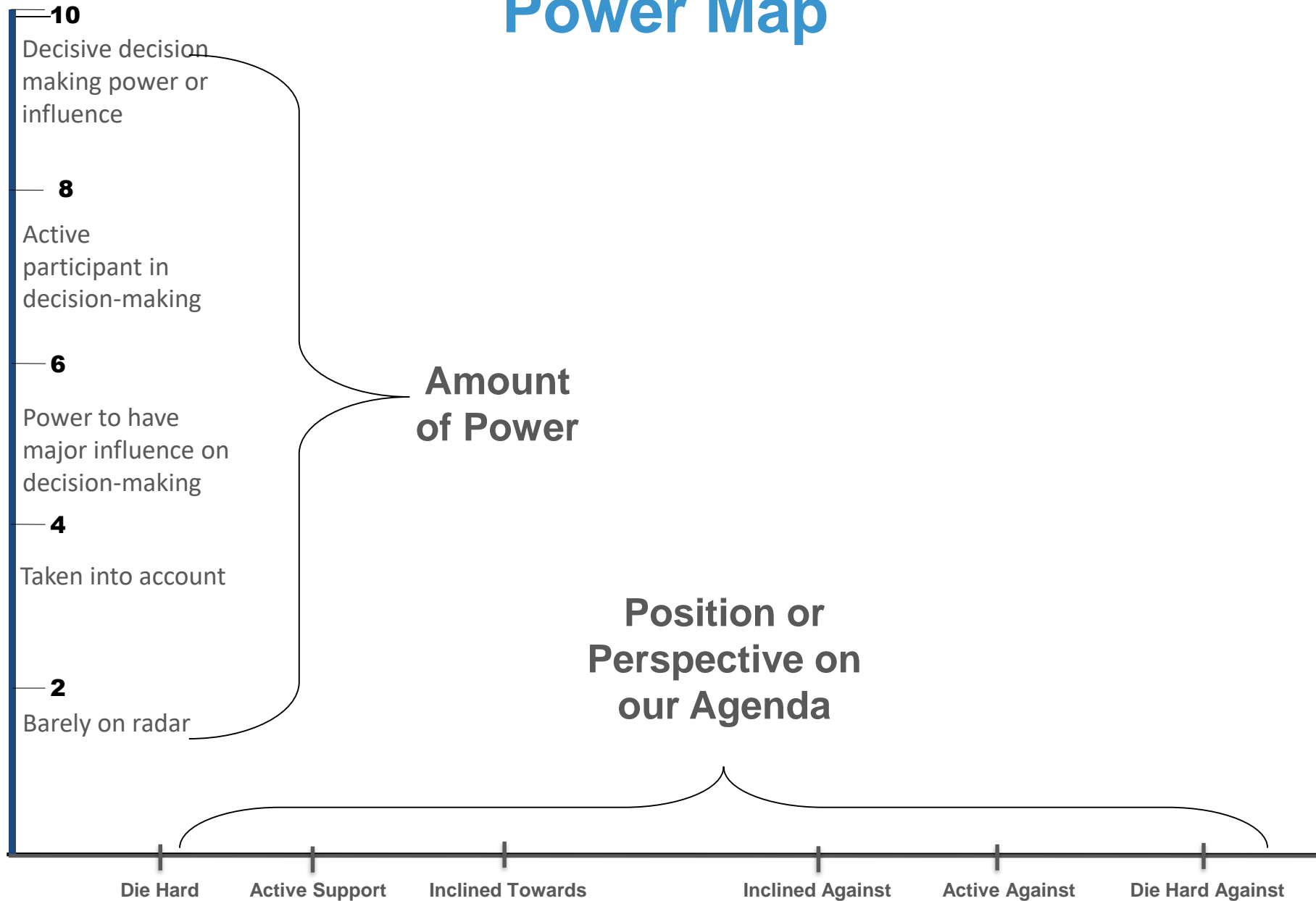
WHO goes on a Power Map?

Decision-makers = The people/groups who can actually *make* the decisions to change or resolve the problem, *not* the people who can influence the process

Organized Allies = Organized groups who support our agenda

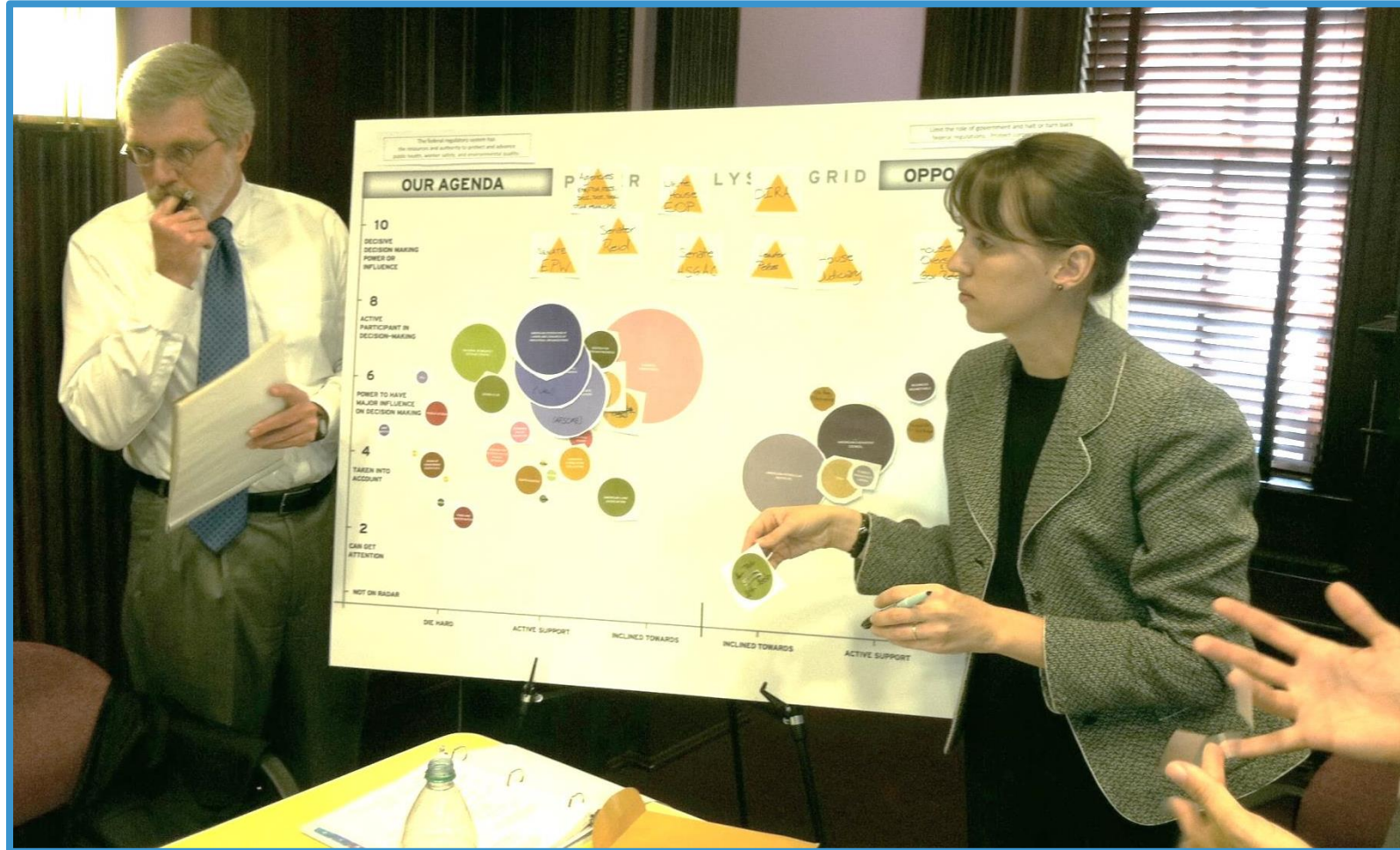
Organized Opposition = Organized groups who oppose our agenda

Power Map

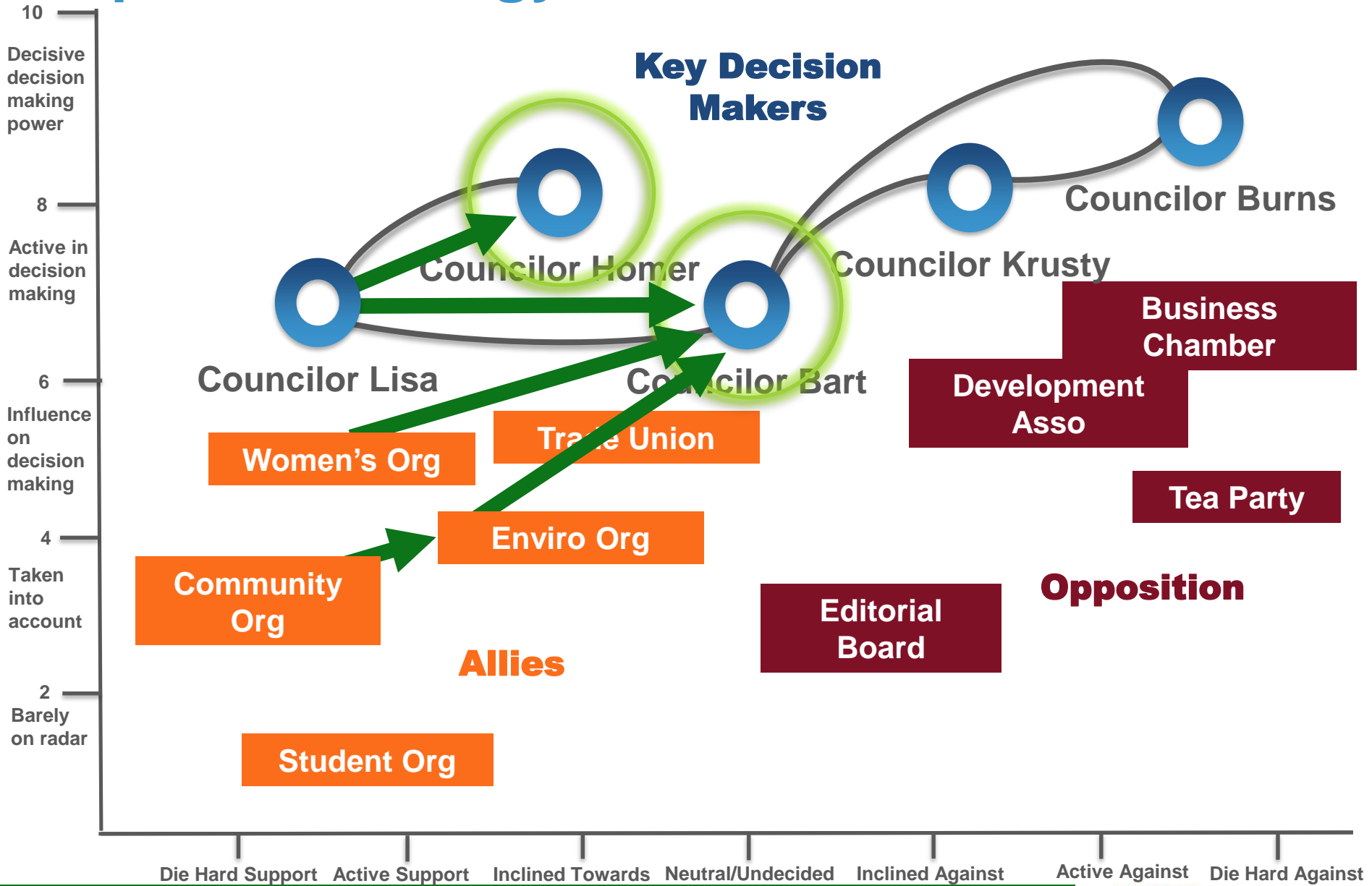


Step 3: STRATEGY

Develop Your Strategy to Move Your Targets



Map Your Strategy



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.

GOAL CRITERIA

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