
Building a Statewide Campaign

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(as adapted from LWV & Wellstone 2019 Training Series)

Goal for Today

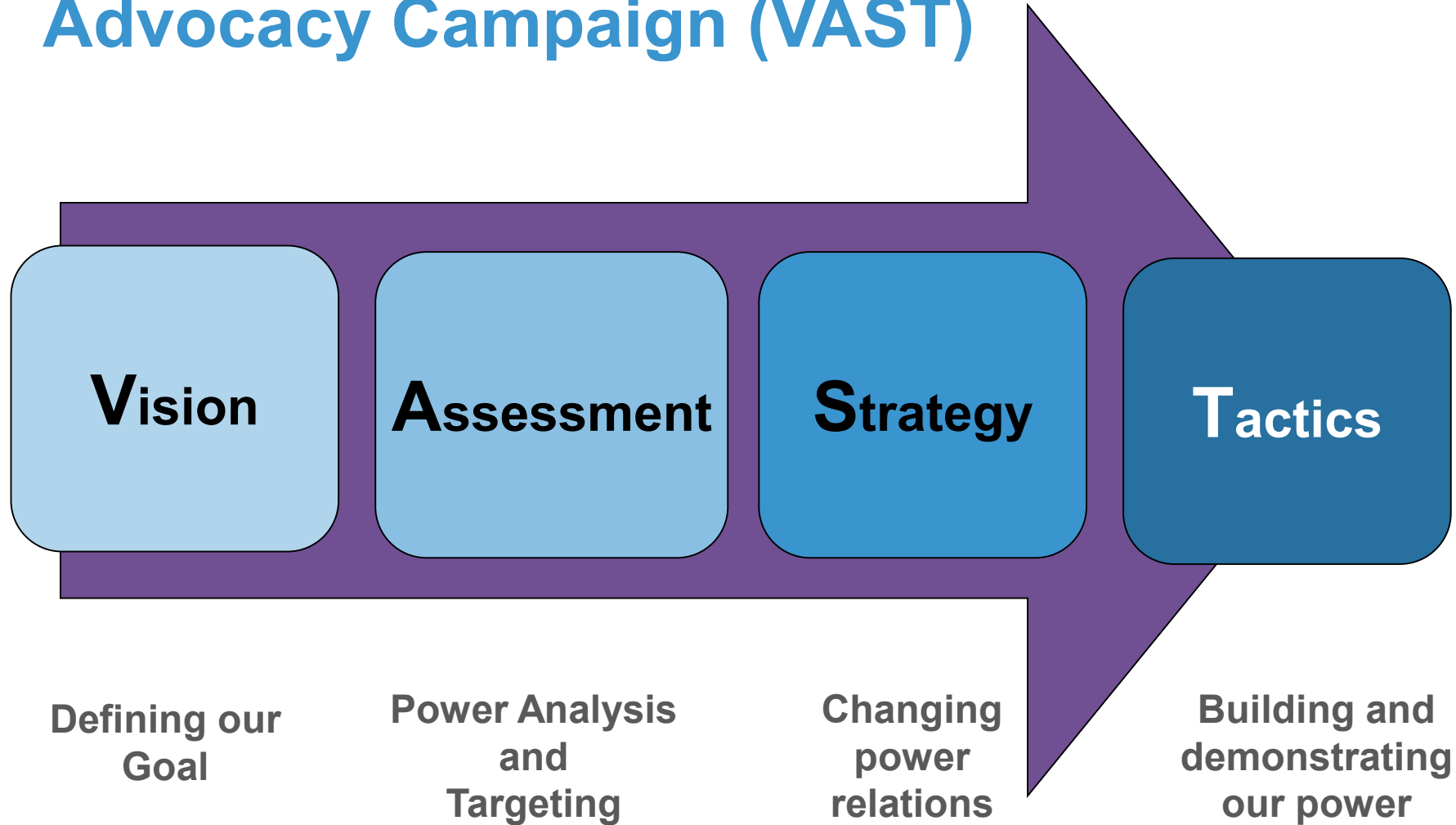
Discuss the elements needed to put together a winning advocacy campaign

Survey of the Room

How many are here because...

- a. You want to build better advocacy campaigns for your League
- b. You need a reminder of how to build an advocacy campaign
- c. Other

Basic Elements of Creating an Advocacy Campaign (VAST)



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

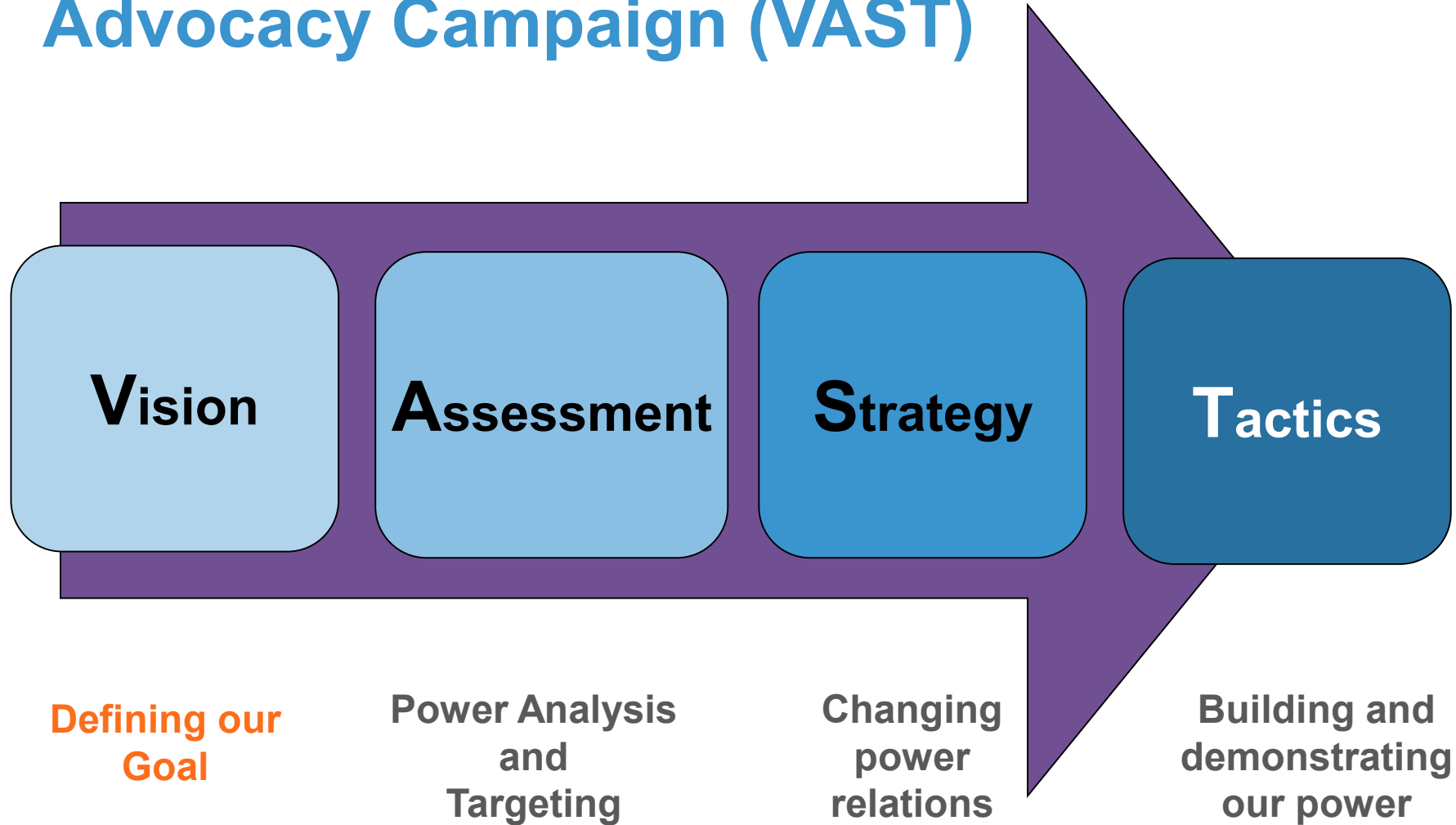


A timeline for the campaign with each action and activity



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

Basic Elements of Creating an Advocacy Campaign (VAST)



Step 1: VISION – Determine Your Goal

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



WE THE PEOPLE DEMAND A HEARING ON THE FOR THE PEOPLE ACT.

The For the People Act, a sweeping democracy reform bill, passed the U.S. House of Representatives on March 8, 2019, but a hearing has not been scheduled in the U.S. Senate.

What's the harm in every eligible citizen being able to register and vote?

What's the harm in taking politics out of redistricting?

What's the harm in showing the American people who's influencing their vote?

CALL YOUR U.S. SENATORS TO DEMAND A HEARING.



Paid for by the League of Women Voters of Ohio and the League of Women Voters of the United States

Case Study:

HR 1/ S 949: The For the People Act Problem Statement:

Comprehensive Democracy legislation passed in the U.S. House but is stalled in the U.S. Senate.

- **Solution 1:** Focus on state work that can accomplish the same goal, but move forward in state houses across the country
- **Solution 2:** Choose a limited approach that pushes individual pieces of legislation that could accomplish the same goal.
- **Solution 3:** Develop a public education campaign about the need to repair our democracy
- **Solution 4:** Launch an earned media and grassroots campaign to take legislation to the next level in the Senate



Wellstone

GOAL CRITERIA

STATEMENT OF THE PROBLEM...

POSSIBLE SOLUTION	Improves people's lives	Specific & measurable	Unifying—doesn't divide potential allies	Alters power relationships	Builds our organization (allies, \$)	Excites us
Make change, state by state, locality by locality, through legislation and litigation						
Choose a limited approach that pushes individual pieces of legislation that could accomplish the same goal.						
Develop a public education campaign about the need to repair our democracy						
Launch an earned media and grassroots campaign to take legislation to the next level in the Senate						

Modified from: Midwest Academy

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Make change, state by state, locality by locality, through legislation and litigation			?	×	×	?
Choose a limited approach that pushes individual pieces of legislation that could accomplish the same goal.		×	?	×	?	
Develop a public education campaign about the need to repair our democracy		?	×		×	
Launch an earned media and grassroots campaign to take legislation to the next level in the Senate		×	×	×	×	×



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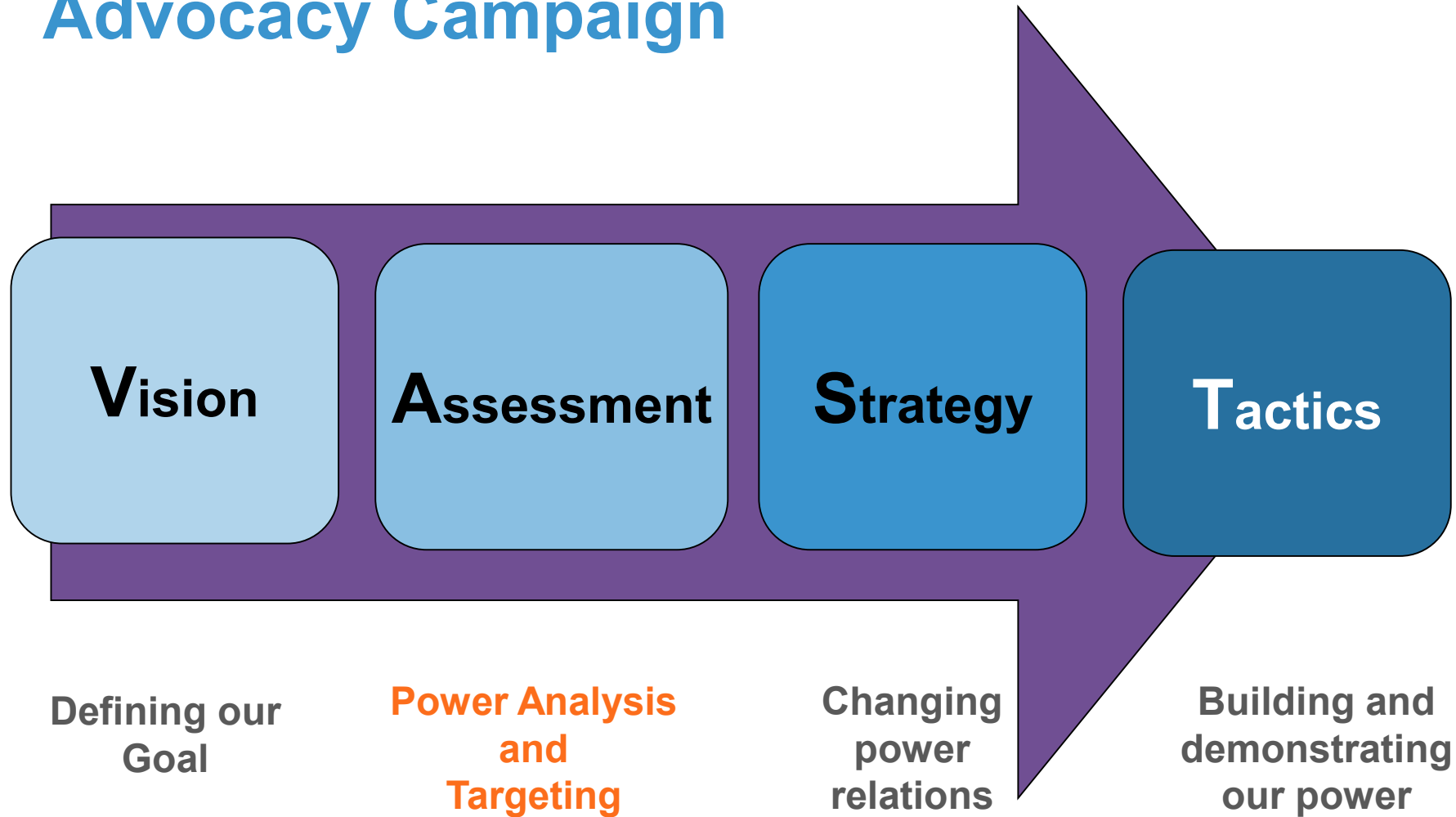
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Basic Elements of Creating an Advocacy Campaign



Step 2: ASSESS the Landscape

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.



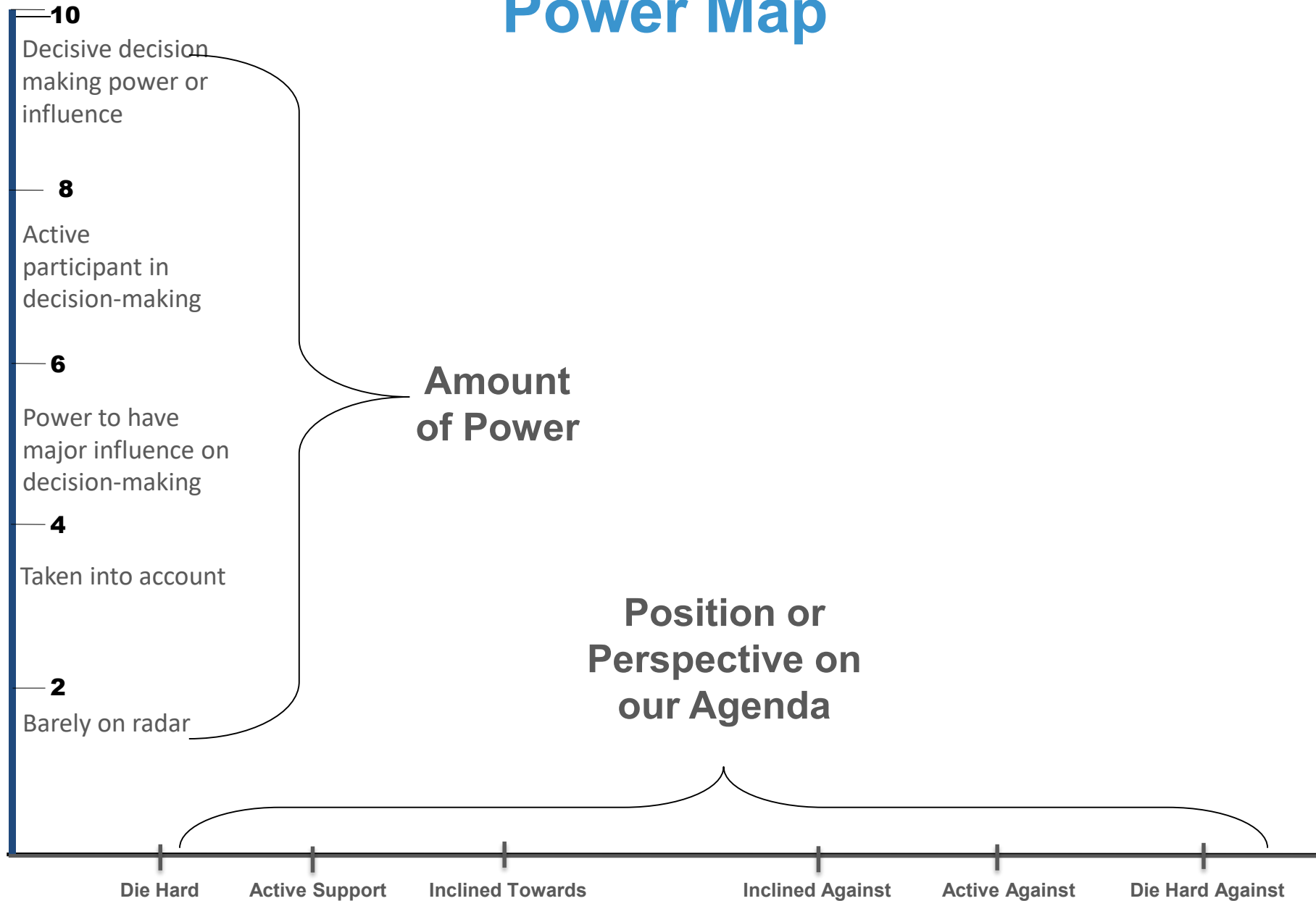
WHO goes on a Power Map?

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

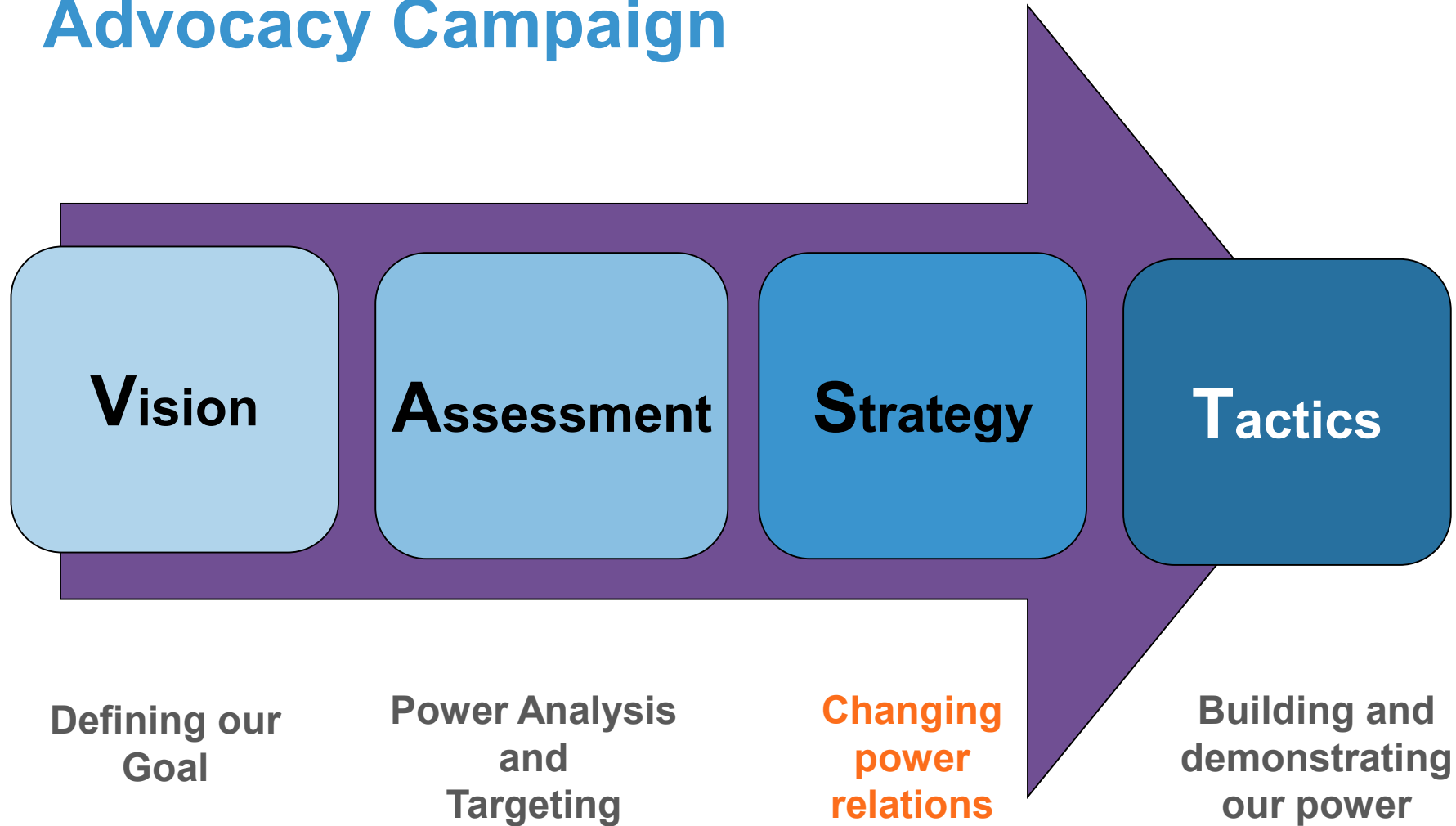
Organized Allies = Organized groups who support our agenda

Organized Opposition = Organized groups who oppose our agenda

Power Map

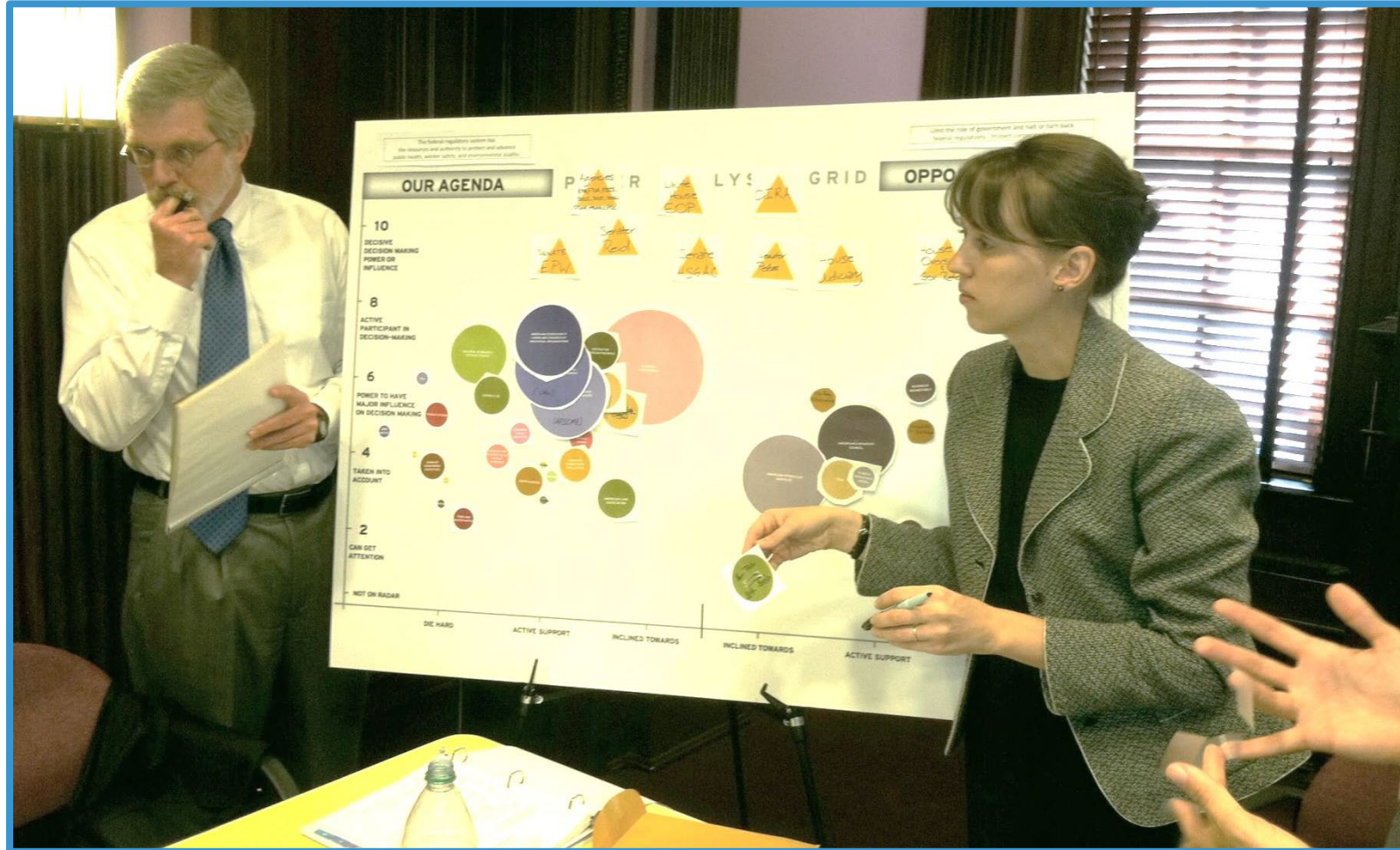


Basic Elements of Creating an Advocacy Campaign

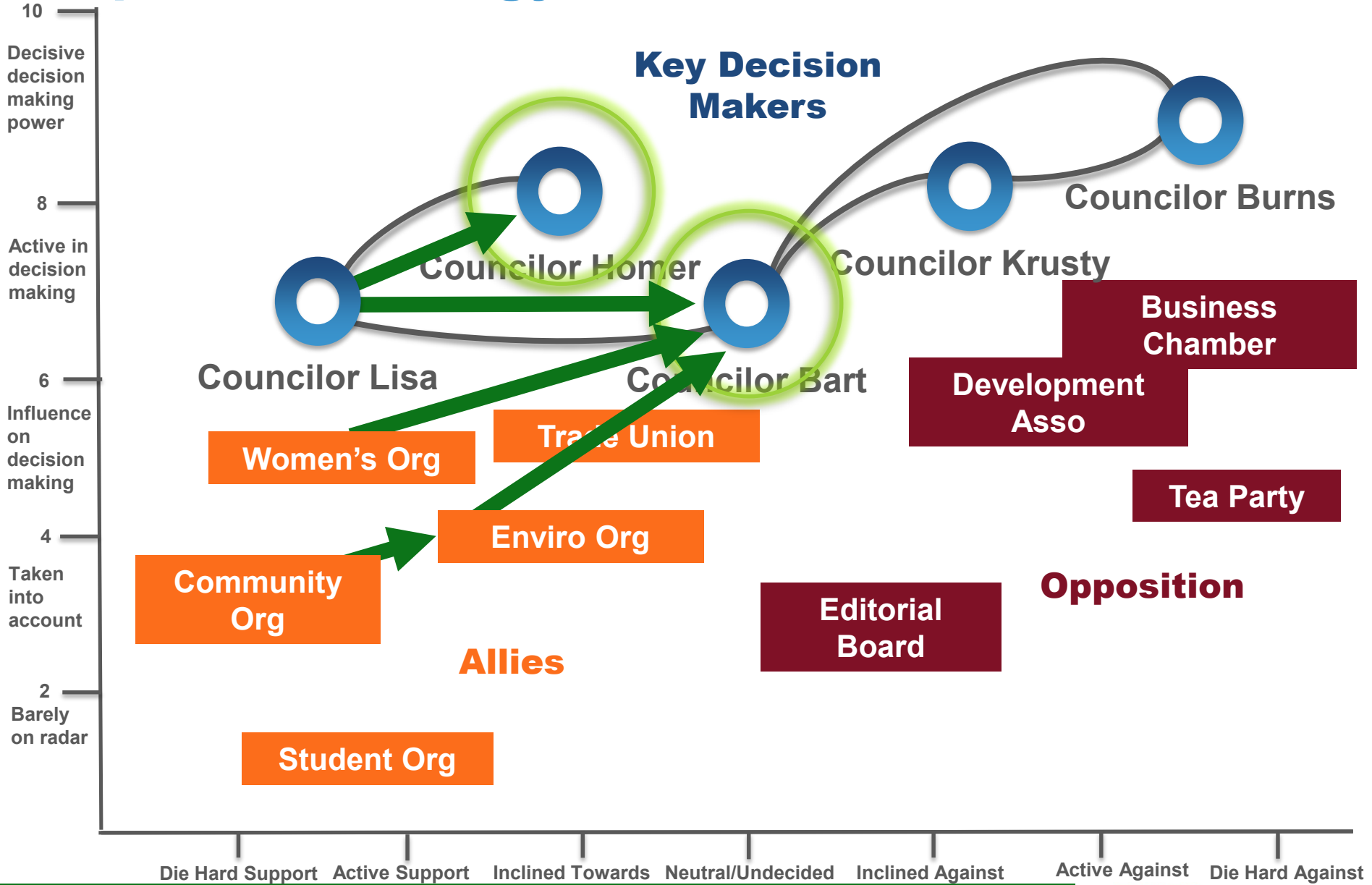


Step 3: STRATEGY

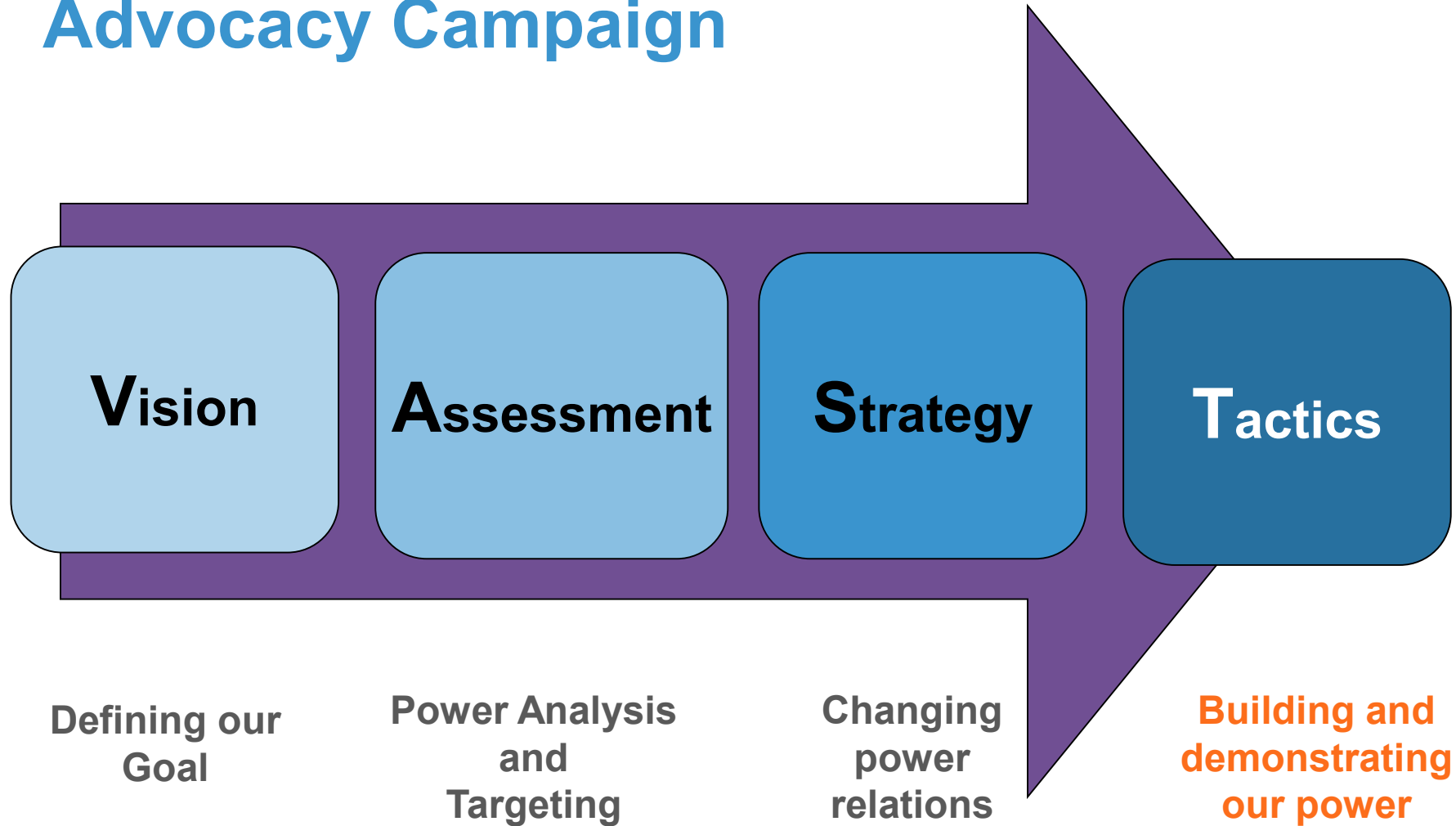
Develop Your Strategy to Move Your Targets



Map Your Strategy



Basic Elements of Creating an Advocacy Campaign



Step 4: Tactics

Education/ Conversation

- One-on-ones
- Community forums
- Cultural/Art Activism
- Direct Voter Contact

Persuasion/ Pressure

- One-on-ones
- Letter-writing campaigns
- Lobby Days
- Postcard campaigns
- Voter Contact

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. We just learned that the citizenship question will be on the Census and it will be a top issue in yours/neighboring communities and your coalition. Your chapter has decided to launch an education campaign to support the coalition's goal of getting a complete count in two nearby counties
- Take 20 minutes to work in your group to brainstorm possible solutions and establish a goal criteria.

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