Class Agenda

**Week 5: Grassroots Tactics: Call Campaigns, Signature Drives, and Earned Media**

**TIME ALLOTTED:** 3:00-5:50 PM

**INSTRUCTOR(S):**

**GUEST SPEAKER(S):** None

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**PRINTED MATERIALS NEEDED:**

* Worksheet: Mapping Out a Digital Campaign

**GOALS FOR THE SESSION:**

* (K) Know what a “tactic” is and how each tactic we discuss today contributes to a winning issue ecosystem around a targeted decision maker
* (S) Be able to start planning a signature drive, a pledge to call campaign, and an earned media event
* (A) Be confident and ready to write these tactics into your issue campaign plan and work with your group to plan an earned media event

**SKELETAL AGENDA:**

**3:00 – 3:15 Introduction and Report-back on Digital Campaign Strategy**

**3:15 – 3:30 Introduction to Tactics**

**3:30 – 4:00 Deep Dive: Pledge to Call Campaign**

**4:00 – 4:30 Deep Dive: Signature Drive**

**4:30 – 4:40 Break**

**4:40 – 5:40 Deep Dive: Earned Media**

**5:40 – 5:50 Recap, Next Steps and Closing**

**ANNOTATED AGENDA:**

**3:00 – 3:15 Introduction and Report-back on Digital Campaign Strategy**

**3:15 – 3:30 Introduction to Tactics**

* What is a Tactic
* What are each of these tactics, and how do they contribute to a winning issue ecosystem?
* [Some kind of cross comparison]
* [Some way to share the idea that you can combine two or three of these tactics together very effectively!]

**3:30 – 4:00 Deep Dive: Pledge to Call Campaign**

* (2 minutes) We’ve already covered what a pledge to call campaign is and how it helps the ecosystem. Now we’re going to go through the steps of actually planning and executing one
* (2 minutes) [Review all 5 steps]
* (1 minute) Step 1: Figure out the best number(s) to call
  + Note: there is a space for this on your worksheet but we’re not going to spend time on that today
* (8 minutes) Step 2: Create a “script”
  + Worksheet step: fill in the blanks of the sample script we’ve provided
* (1 minute) Step 3: Put the call in yourself so you know what to expect (AS LONG AS YOU ARE A CONSTITUENT)
* (15 minutes) Step 4: Mobilize callers.
  + Worksheet step: work on the three “Mobilizing callers” questions on the worksheet
  + Hear back from folks about their answers
  + Up-front: Reveal a list of Where to look for callers:
    - Phone bank your petition signers
    - Phone bank and email coalition groups
    - “Phone boothing”
    - Flyering
    - Family and friends
    - Online
    - What else?
  + How to prep them:
    - Provide a theory of change – this shows them why it’s worth their time to take this action
      * Worksheet step: write your theory of change on why you’re asking them to take this action
    - Provide a Sample script
    - Provide a phone number for them to call
* Step 5: Measure and celebrate your progress, adjust as needed

**4:00 – 4:30 Deep Dive: Signature Drive**

* (1 min) We’ve covered what it basically is and how it contributes to a winning issue ecosystem. Now we’ll cover some more specifics
* (2 mins) Twp parts to a signature drive: collection and delivery. Delivery doesn’t have to be literal – but it’s about communicating the volume of signatures to the target.
* (2 mins) We’re going to spend the next half hour on the collection portion:
  + [Review all five steps]
* (4 mins) Step 1: Set a goal number of signatures
  + Worksheet step: set a goal for your campaign
* (4 mins) Step 2: Figure out where you’re going to get them.
  + Online? Where? How will you push it?
  + Offline? Where? How many volunteers do you need?
    - Worksheet step: make a plan for online sign-on form + list of locations and shift goals for offline sign-on form
* (1 min) Step 3: Create a sign-on form
* (10 mins) Step 4: Go get those signatures!
  + Role play: crowd canvassing
* (1 min) Step 5: Measure and celebrate your progress, adjust as needed
* (2 mins) There are lots of ways to do the delivery. It doesn’t have to be literal. It’s about communicating the volume of signatures to your target. Here’s a few examples:
  + sldj
  + sldjf
  + sldjf
* (1 min) After the break, you’re going to learn how to organize an earned media event that accomplishes this goal

**4:30 – 4:40 Break**

**4:40 – 5:40 Deep Dive: Earned Media**

* We already talked about how earned media events contribute to a winning issue ecosystem. Now we’re going to get into the specifics.
* Sample earned media events – what do you notice?
* Characteristics of a Strong Earned Media Event (45 mins)
  + Message
  + Talkers
  + Location
  + Local Flavor
  + (Individually: design a press conference about the signatures you collected in support of your issue)
* Here’s something we didn’t cover: how to get the press to show up. Read up on that elsewhere.
* Key takeaways/debrief

**5:40 – 5:50 Recap, Next Steps and Closing**

* Instructions for Assignment 2: Group Video Project