MAPPING OUT A DIGITAL CAMPAIGN

WORKSHEET

Issue Campaign Background

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| Summary: | Raise the Wage – Oregon is supporting a state bill that would do two things: First, it would raise Oregon’s minimum wage to $13.50 per hour effective starting next year, and second, it would repeal a law on minimum wage that prohibits cities from setting local minimum wage laws. Behind the scenes, some members of the legislature are also building support for a weaker bill that would raise the minimum wage to only $13.25 per hour by 2022, except in the Portland Metro Area (defined by the Urban Growth Boundary), where it would be raised to $14.50 by 2022. |
| Campaign Objective: | To pass a bill this spring to raise the minimum wage in Oregon to $13.50 per hour and repeal a law that prohibits cities from setting their own minimum wage laws. |
| Campaign Strategy: | We will win over a handful of undecided progressive-leaning legislators by showing them that their districts overwhelmingly support the stronger bill, despite the grumbling they're hearing from a small number of business leaders. |
| Campaign Target: | Ann Lininger (D-Lake Oswego, OR) is one of a handful of targets. |
|  | Ann Lininger is an attorney and former Clackamas County Commissioner. She was appointed to fill out a vacant term, and then won unopposed in 2014 in a somewhat left-leaning, upper middle-class suburban district in Lake Oswego, OR. Lake Oswego's cost of living is very high, and is included in the Urban Growth Boundary, so the $14.50 minimum wage increase by 2022 would apply to her district. FuturePAC, the Democratic committee focusing on local house races, has a lot of influence over her votes. |
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|  | Despite her progressive bent, she has been surprisingly non-committal on this minimum wage bill. Last year in meetings with the Raise the Wage coalition, she brought up her openness to supporting policies like a sub-minimum wage for tipped workers. She consistently said she "needs to hear from the community." More recently, she said she likes a tip credit/lower minimum wage for tipped workers, but had received enough pushback to understand that she's not going to get it, and generally supports a $13-$14 minimum wage. We believe she may be passively supporting the weaker bill, though she has made no public statements about it. With that said, she is receiving significant and increasing pressure from businesses in her district to oppose this bill. |
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| Current Scenario: | The speaker of the house has just announced she will bring Raise the Wage's supported bill for a vote in the state house next week. Capitol insiders say that if this bill fails, the speaker will bring the weaker bill for a vote one week later. Ann Lininger could be the deciding vote, and we want her to vote yes on Raise the Wage's supported bill. |

Instructions:

Map out a digital campaign for the next week to persuade Ann Lininger to support the bill to raise the minimum wage to $13.50 and repeal the law that prohibits cities from setting their own minimum wage.

Step 1: Define Your Audience

Who is your primary audience for this digital campaign, and why?

Who is your secondary audience for this digital campaign, and why?

Step 2: Define Your Frame

Come up with a list of talking points, key phrases, or words you think your audience will respond to. Focus on key words and phrases you want to make sure your audience remembers if they remember nothing else from your content.

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| Primary Audience: |  |
| Secondary Audience: |  |

Step 3: Narrative Building

Your issue campaign should have been building a narrative long before this moment in the issue fight. When a critical moment like this happens, an important first step in a digital campaign is to send out a rapid response email that “puts down a marker.” In other words, it’s a message that responds to the latest development, is consistent with your message frame, is appropriate for your audience, and lays the groundwork for making asks of your audience later on in the digital campaign.

What are some of the main points your rapid response email will include? Remember that this will be the first thing you say to your audience after the breaking news that the Speaker of the House will bring your campaign’s supported minimum wage bill to a vote next week.



Step 4: Mobilizing

Draw your own ladder of engagement for this campaign. The easiest ask should be listed at the bottom, and the hardest ask should be listed at the top.

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| Hardest ask: What is the ultimate action you want your audience to take to pressure Lininger to vote for the bill? |  |
| Easier asks: What are three possible actions you can ask your audience to take to move them up the ladder? Put them in order from easiest (at the bottom) to hardest (at the top). Do they flow well from one to the next? |  |
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Now that you know what you want your audience to do, you’re ready to map out how and when you are going to make those asks. Use the table below to calendar out your campaign. Since we have already established that your first step should be a rapid response email, we’ve partially filled in the first row for you.

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| Date | Platform (email, Facebook, or Twitter) | Goal | Frame | Ask |
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Step 5: Escalating

The best way to expand the reach of your message and your campaign is to generate a key group of enthusiastic supporters who share and echo your message with their own networks.

After this digital campaign, what will you do to let your supporters know that their actions made a difference, nurture their sense of ownership in this campaign, and prime them for a bigger ask in the near future?