Local Issue Advocacy

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"Plans are nothing... Planning is everything."

U.s

Dwight Eisenhower

Planning is everything.

Why do you think he said that?

Crafting your campaign plan

STAND WITH PLANNED PARENTHOOD

Pannel Paramitered

Goals for this session

Understand the framework for developing strategic plans, particularly within your local issue campaign.

2 Apply framework to your own campaign plan

Tonight's agenda

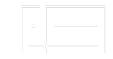
Welcome

Goals, Strategy, Tactics framework

Campaign plan template

Q & A

Closing





Guided worksheet



Learning Journey

Our learning journey

- **Week 1:** Introductions; advocacy overview
- Week 2: Workshop
- **Week 3:** Foundations of coalition building

Week 4: Workshop

Week 5: Identifying policy

Our learning journey

Week 6: 1:1 with Liz

Week 7: Writing your campaign plan

Week 8: Workshop

Week 9: Running into barriers

Week 10: Closing synthesis and next steps

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Framework for strategic planning

First and foremost, your plan needs a unifying vision. This is your reason for being!

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From this vision, we can start building out the individual components of strategic plans.

What are some examples of unifying visions that you've seen in other organizations, companies, individuals, or campaigns?

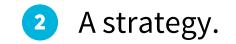








An achievable, measurable, and problem-solving goal.







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2 A strategy that provides the roadmap for success.



An achievable, measurable, and problem-solving goal.

2 A strategy that provides the roadmap for success.

3 Effective tactics that accomplish your goal through the strategy you've developed.

Montgomery Bus Boycotts



OFA Example

OFA seeks to create a more accessible and participatory democracy.

- One of our major campaigns 2017: Prevent repeal of Obamacare
- **Strategy:** Raise up personal stories of people benefitting from Obamacare
- Tactics: Press events in target senator's offices; office visits sharing personal stories; emails to representatives; blog posts sharing volunteer stories

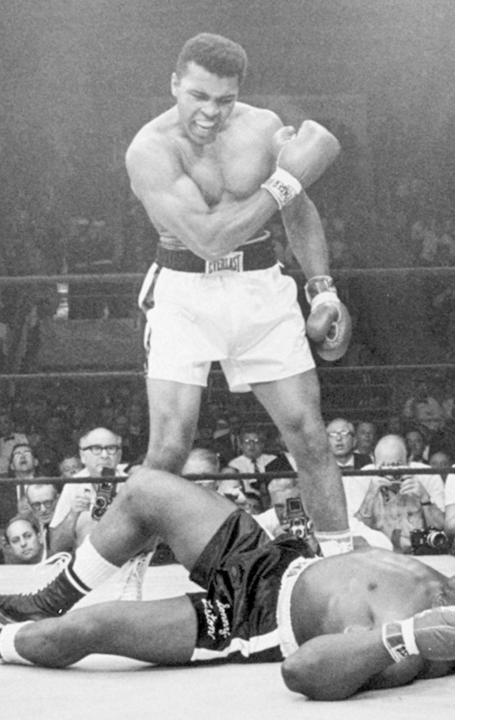
Now we'll dive into each component of strategic plans



Strategic planning

A goal is a target. Without one, you'll never hit the bull's eye!

Good goals are measurable, realistic, and solve a challenge.



Quotes on goals

"Be stubborn about your goals, and flexible about your methods."

"Success is not built on success. It's built on failure. It's built on frustration. Sometimes it's built on catastrophe."

Developing a strategy Strategic planning

What is a strategy?

A strategy is the roadmap to success and answers the question: How we will achieve our goal?

What is a tactic?

Tactics are the actions you take to get you to your goal. They always follow the roadmap laid out by your strategy.

Muhammad Ali vs. George Foreman

Defining Goal, Strategy, Tactics

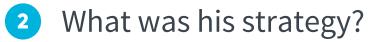






What was Muhammad Ali's goal in this fight?

What was Muhammad Ali's goal in this fight?



What was Muhammad Ali's goal in 1 this fight?





What were his tactics?

What was Muhammad Ali's goal in this fight?



The Rope-A-Dope!

3 What were his tactics?

Creating a proper strategy

A proper strategy in a political context should answer three key questions.

What institution, authorizing authority, or decision maker has the ability to enact the change you wish to see?

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- 2 On which decision makers, core constituencies, people will you focus your influence?

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- 2 On which decision makers, core constituencies, people will you focus your influence?
- 3 What is your message, and how will you communicate that in order to motivate these decision makers, constituencies, or people to action?

To enact change and achieve our goals we need to influence decision-makers.

To motivate these decision makers to action, we need messaging that resonates with their self-interest.

Politicians have certain motivations

What motivates this type of decision maker?

Politicians have certain motivations Reelection

Their legacy

Finances

Future of the institution

Constituent base

Voters have certain motivations

What motivates this type of decision maker?



Political organizations have certain motivations

What motivates this type of decision maker?

Some key takeaways...

Does my strategy align with my goal?

Could we realistically reach the goal through this strategy?

Can I explain how the chosen strategy will lead to the determined goal?

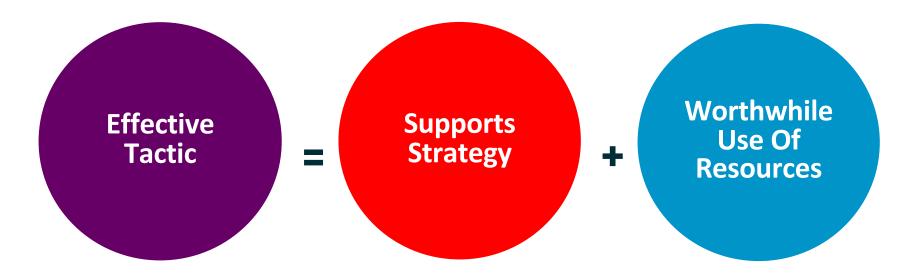
Any questions on strategy?

Tackling tactics Strategic planning

OFA

Tactics are the actions you take to get you to your goal. They always follow the roadmap laid out by your strategy.

Effective tactics share two traits



Common pitfalls:

- "It'll work because we're right"
- Tactic is strong, but target doesn't notice
- Tactic gets on target's radar but doesn't support strategy or motivate them
- Tactic distracts from overall strategy

Examples of tactics

1 Television ads

- 2 Press conferences & rallies
- **3** Town halls & forums
- 4 Office visits & phone calls
- 5 Social media

- 6 Earned media events
- 7 Distributing printed literature
- 8 Community engagement events
- Public speeches
- Training & education

The tactics we choose are part of the issue ecosystem

An issue ecosystem is the environment surrounding a decision maker.



Our goal:

To create the conditions for decision makers to take action on the issue we care about.

One tactic alone does not persuade a decision maker.

It takes a combination of strategically-planned tactics to ensure your message is heard.

Tonight's agenda

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Vision

Write this part of your plan last. This should summarize the issue campaign objective, strategy, tactics, and timeline. It should also list out all qualitative and quantitative goals in a bulleted list.

Campaign Goal

What is the desired outcome of your campaign? Be specific.

Strategy

State your campaign's theory of change.

Targeted Decision Makers (part of strategy)

Who are you targeting? Why are you targeting them? Include a summary of your targets here. Depending on your campaign, you may have fewer than or more than five targets – that is okay as long as it makes sense in achieving your campaign's objective.

	Name	Role	Why a target?
Target 1			

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Q&A with Jack Shapiro



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Campaign template

Q & A

Closing

Debrief

What are you taking away from tonight's call? What would be helpful for the next call?



Logistics



Survey



Homework-Sent in email



A recording of this call will be available later this week; recap sent out Thursday



Email and tweet!

Homework

Next session



Thank you for joining today's webinar.

Please fill out the survey below and give us your feedback on today's training.

http://bit.ly/campaignLIA