

LWW ADVOCACY PLANNING

Guidelines to a successful
campaign



Lobbying vs. Advocacy





Direct Lobbying:

To constitute direct lobbying, a communication must either:

1. be directed to a legislator, their staff or other governmental employee who may participate in the formulation of legislation,
 2. AND refer to AND express a view on specific legislation;
- or
1. Be directed to the general public,
 2. AND refer to AND express a view on a specific referenda or other ballot measure.



Grassroots Lobbying

Directed to the general public,

1. AND refer to AND express a view on specific legislation,
2. AND include a statement that directs readers to contact their legislators, or include the contact information for a legislator or employee of a legislative body.

Advocacy

Most other activities promoting League positions that do not fall within the strict definitions of lobbying noted above, but are general advocacy and may be Funded by charitable contributions .



KEYS TO EFFECTIVE ADVOCACY

- Delivering the right message to the right people by the right person
- Developing and maintaining a Strong Coalition with a Unified Goal





STEP ONE

DEFINE THE ISSUE



ESTABLISHING THE FOUNDATION OF YOUR ARGUMENT

- What research has already been done?
 - What materials/statistics/survey are available from other organizations?
- What research needs to be done?
 - Coordinate with other organizations on polling/focus groups. Poll going into the field?
 - What can be done internally?

Define the issue Internally:

- What is the position of your organization?
- How does this issue fit into your organization's mission?
- Can you define it in one or two sentences?



Step Two: Define Your Goals

- Stop/pass the legislation.
- Increase membership by 10%.
- Raise \$10,000.
- Increase standing in political world and be seen as leader in the coalition community.
- Weaken your opponents.
- Meet the requirements of funders.
- Strengthen Organizations capacity at grassroots organizing.



STEP THREE

ASSESS YOUR ORGANIZATIONAL CAPACITY

- Can you win?
- Can you afford to lose?
- Evaluate:
 - STAFF
 - MONEY
 - REPUTATION
 - FACILITIES
 - ALLIES
 - PRESS CONTACTS
 - VOLUNTEER BASE



STEP FOUR:

ASSESS COMMUNITY RESOURCES



Coalition Building

Mapping Potential Allies

- How are resources allocated to support the various groups and/or communities.
- Have there been tensions over resources?
- What is the group's experience with previous collaborations?

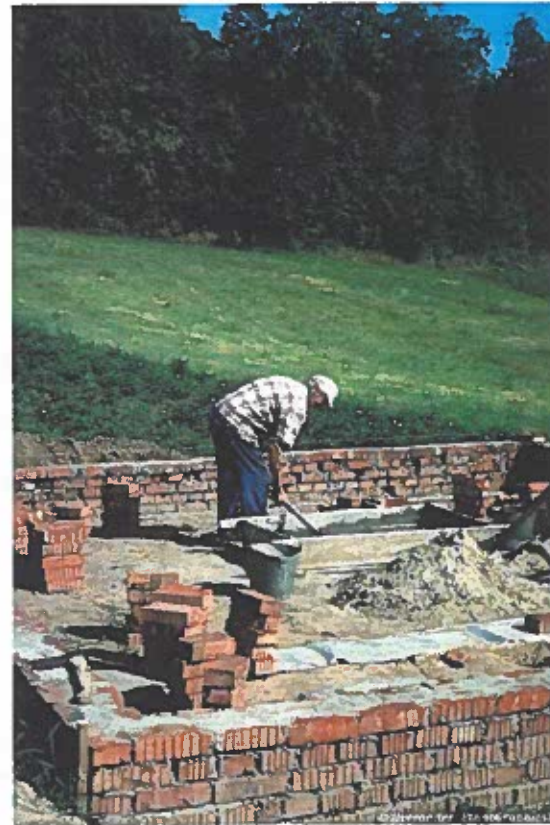
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Building the Coalition

- Make a Plan.
- Make the Pitch.
- Find the Comfort Zone.
- Confront Conflict.
- Move the Meetings.
- Get the “right” Facilitator.

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Rank each group

List who shares this problem ?	What would they get out of joining you?	Who else would they bring in?	Who would their presence alienate?

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STEP FIVE

WHO HAS THE POWER

TO CREATE THE CHANGE
YOU SEEK?



TARGETING DECISION MAKERS

- Grassroots support?
- Grasstops Support?
- Public Pressure?
- Other legislation s/he supports?



STEP SIX: DEVELOP A PLAN



Parts of the Plan

- Introduction
- Recommendations
- Goals
- Strategies
- Tactics
- Budget



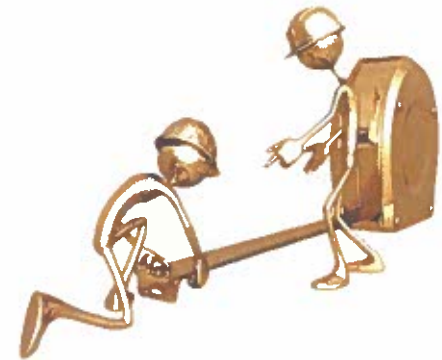
ESTABLISH A TIMEFRAME

- Is there legislation introduced or likely to be introduced?
- An election?
- Other timing issues?
 - Lawsuit
 - Bigger picture issues



Introduction

- Overview of the plan
- Why it is needed
- Who helped develop the plan
- Summary of Goals
- Include what it is NOT





Recommendations

- Are there specific aspects/tools that need recommendation?
- Who does what?
- Further study?
- How will the coalition function?

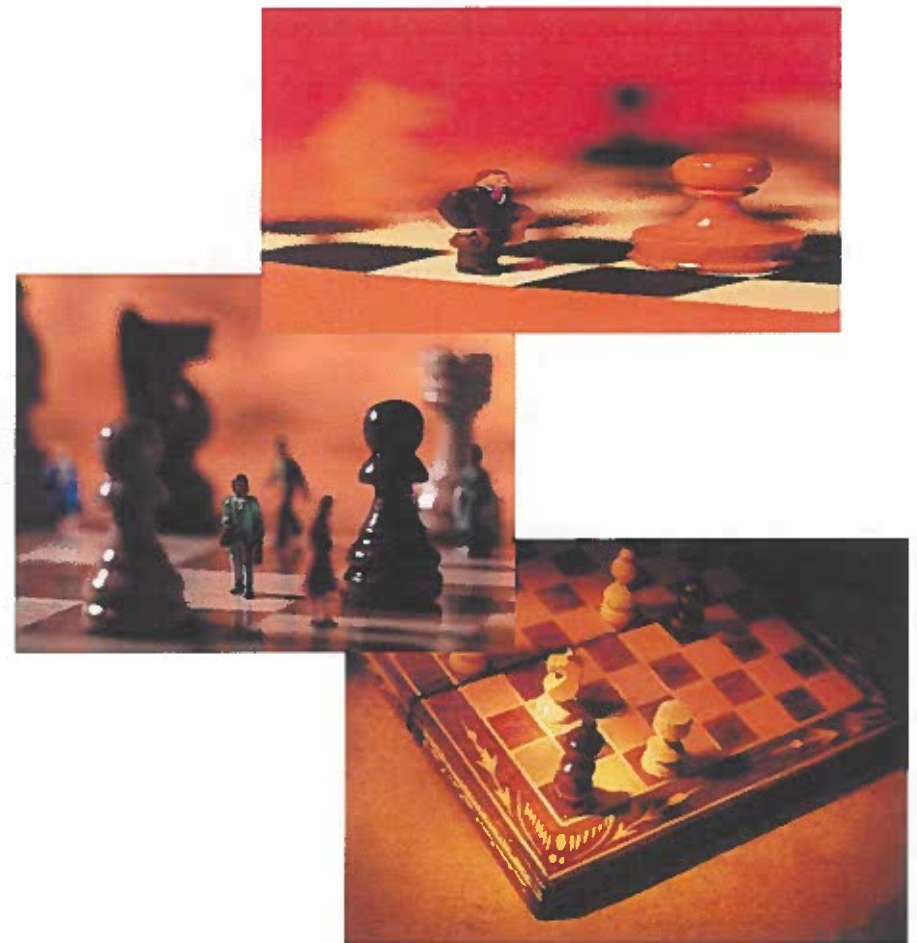


Goal – Strategy - Tactic

TACTIC
is a tool used
to Implement a

STRATEGY
to Obtain a

GOAL



Budget

- Cost by item
- Prioritize
- Money on Hand
- Fundraising Plan
- Who is responsible



GETTING THE MESSAGE OUT

- THE RIGHT MESSAGE
- TO THE RIGHT PEOPLE
- BY THE RIGHT PERSON



GETTING EVERYONE ON THE SAME PAGE

- IDENTIFY WHO WILL BE THE SPOKESPERSON
- TALKING POINTS
- BRIEFING PACKET



How to Get the Message Out

- Action Alerts
- Earned Media
- Letter to the Editor/Op Ed
- Mailings
- Door to door campaigning
- Information tables at community events
- List building
- Town hall meetings
- Questions at political debates
- Web sites
- Paid media



Manage the Plan

- Who is leading and do they have the time?
- Smaller Working group as part of a larger coalition
- Budget constraints
- Losing the battle but winning the war



STEP SEVEN: EVALUATE YOUR SUCCESS

- DID YOU DO WHAT YOU SAID YOU WOULD DO?
- WHAT WORKED/DIDN'T WORK?
- WHAT WOULD YOU DO DIFFERENTLY?

