

# ANATOMY OF AN ADVOCACY CAMPAIGN



AL CLEVELAND (THEY/THEM)  
ADVOCACY DIRECTOR, DEMOCRACY MAINE



# AGENDA

- Check In
- Why do we run advocacy campaigns?
- Steps of a campaign
- Legislative campaign versus ballot initiative campaigns





# DEFINITIONS

- Campaign: an intensive, sustained, and coordinated organizing fight that uses the collective power of organizations to strike at a target until it meets your demands.
- Campaigns mobilize people to engage in direct action on specific issues against defined targets.
- Campaigns seek to redistribute power and/or resources, bring institutional change, and build leaders.





# DEFINITIONS

- Strategy: a plan to organize your people and your allies to force the target to meet your demands and help you reach your goals
  - Organizing Strategies - your plans for building your base and increasing the number of allies who support you in the fight
  - Campaign Strategies - your plan for pressing the decision-makers and neutralizing your opposition



**What is the difference between a campaign and a strategy? What is the relationship between a campaign and a strategy?**





# CAMPAIGN GOALS

**Campaign victory:** the specific policy or institutional change for which the campaign is aiming

**Base-building:** Strengthen the group's power and size

**Leadership development:** Develop the leadership skills and experience of the group's members.



# STEPS OF AN ADVOCACY CAMPAIGN





# RESEARCH & ANALYSIS

- What problem are we trying to solve?
- Are there other people/groups interested in the same issue?
- What examples can we document of this problem?
- Where have solutions been offered?
- Who are the decision makers on this issue?
- What resources are available to work on this?  
What resources do we need?







# COALITION BUILDING

- What groups of people are solving similar problems?
- Who will be impacted if this policy goes into effect?
- Who is influential to the decision maker?
- How can we build relationships with these people?
- How can we develop a shared vision of the change we want to create?



# POWER ANALYSIS

The process used to evaluate the power of your target and other important players (allies and opponents) in comparison to your group's power.

This includes conducting an analysis of where you and your targets are vulnerable, the position and power of key supporters and opponents, and opportunities for changing the balance of forces.





# CAMPAIGN PLANNING

- Identifying long, intermediate, and short term goals
- Identify targets
- Vision strategies to influence targets
- Vision tactics to carry out strategies
- Craft key messages and stories about your campaign
- Develop a power map of allies and opposition
- Workshop campaign plan with coalition partners, impacted groups, and allies



# TACTICS

The specific activities used to apply pressure on the target(s) in order to push them to give you what you want.

*For example: Having a one on one meeting with a lawmaker*





# EXECUTE THE CAMPAIGN

- Execute the campaign plan & core strategies including:
  - Organizing
  - Mobilizing
  - Lobbying
  - Legal
  - Communications
- Continue to build the coalition
- Revisit campaign plan regularly!



## Ranked Choice Voting - Campaign Plan

**Long-term Goal:** The long term goal is to pass nonpartisan primaries and to have RCV for all federal and state legislative candidate elections in Maine.

Short & Intermediate Goals	Targets	Strategies to Influence Targets	Tactics to Carry Out Strategies
<ul style="list-style-type: none"> <li>- Gain support from Secretary of State and Attorney General for RCV expansion to all state offices</li> <li>- Pass RCV for all Maine elections through the legislature</li> <li>- Successfully advocate for a solemn occasion for new RCV ruling by the Maine Supreme Court</li> <li>- Governor signs new RCV legislation into Maine law</li> <li>- LWVME endorses nonpartisan primaries and begins to build advocacy strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Secretary of State's office</li> <li>- Attorney General's office</li> <li>- Senate President Mattie Daughtery</li> <li>- Speaker of House (yet to be determined)</li> <li>- Maine Legislature</li> <li>- Governor Mills</li> </ul>	<p><b>Lobbying</b></p> <ul style="list-style-type: none"> <li>- Secure bipartisan leadership support from state, federal, and local officials</li> </ul> <p><b>Grassroots</b></p> <ul style="list-style-type: none"> <li>- Build a broad-base coalition of organizations and individuals across the state representing diverse values, experiences, and advocacy goals. To include Mainers for Modern Elections, MCV, Represent US, Community Organizing Alliance, Maine Youth Power, and Natural Resources Council of</li> </ul>	<p><b>Lobbying</b></p> <ul style="list-style-type: none"> <li>- Meet with Secretary of State and Attorney General office to solidify support for this fix</li> <li>- Identify legislative targets and champions</li> <li>- Meet with Governor's staff</li> <li>- Gain public support from federal elected officials (CD2 target)</li> <li>- Gather testimony from local elected officials in municipalities using RCV</li> </ul> <p><b>Grassroots</b></p> <ul style="list-style-type: none"> <li>- Activate new coalition members and engage</li> </ul>



# POLICY IMPLEMENTATION

- You won your campaign! What's next?
- Policy implementation can be messy, and not always go as planned
- Critical to keep good relationships with stakeholders to monitor how your win evolves





# REPORTING ON EFFORTS

- Campaigns are time-limited - this is critical
- We have to end efforts, instead of continuing them forever, so we can reflect on our work
- Campaign reports can be formal or informal and involve publicly sharing lessons and challenges of a campaign





# EVALUATING SUCCESS

How do we measure multi-year campaigns? How do we evaluate qualitative skills we develop?



# TYPES OF ADVOCACY CAMPAIGNS

- Legislative
- Ballot Initiative
- Pressure



# MAINE'S BALLOT REFERENDUM HISTORY

- Maine's referendum process began in 1908 - spearheaded by Roland Patten who wanted municipal ownership of public utilities
- Seven initiatives were on the ballot during the first 60 years of the initiative process
  - Maine Highway Fund, Direct Primaries





# SIGNATURE COLLECTION FOR A REFERENDUM

The signature requirement for citizen-initiated measures is 10% of the total votes cast for governor in the last gubernatorial election prior to the filing of the petition OR **67,682 signatures**



# 2016: RANKED CHOICE VOTING

Do you want to allow voters to rank their choices of candidates in elections for U.S. Senate, Congress, Governor, State Senate, and State Representative, and to have ballots counted at the state level in multiple rounds in which last-place candidates are eliminated until a candidate wins by majority?



# 2016: RANKED CHOICE VOTING

Maine Question 5		
Result	Votes	Percentage
✔ Yes	388,273	52.12%
No	356,621	47.88%



# 2018: PEOPLE'S VETO OF RCV REJECTION

Do you want to reject the parts of a new law that would delay the use of ranked-choice voting in the election of candidates for any state or federal office until 2022, and then retain the method only if the constitution is amended by December 1, 2021, to allow ranked-choice voting for candidates in state elections?



# 2018: PEOPLE'S VETO OF RCV REJECTION

Maine Question 1		
Result	Votes	Percentage
🟢 Yes	149,900	53.88%
No	128,291	46.12%





# Questions?

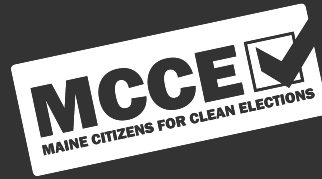


# THANKS FOR TUNING IN

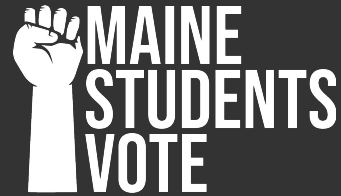
We're an email away: [info@democracymaine.org](mailto:info@democracymaine.org)



@lwvme



@MEcleanElection



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