Launching a Winning Campaign

Jeffrey Miller, President / CEO
Twitter: @BikeWalk and @JeffreyBCMiller
202-445-4415
Purpose: To provide a brief overview of the Alliance Winning Campaigns Training.

1. Elements of a successful campaign — What do we learn in the training
2. Some examples of campaigns from our trainings
3. Upcoming Winning Campaigns Trainings
4. Questions & Discussion
5. Wrap-up
Train and Empower

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Winning Campaigns Training

Campaign Planning Workbook
Issue Selection

1. Aligns with successful model campaigns
2. Is winnable
3. Results in real improvement in the community
4. Results in long-term community improvement
5. Involves important groups of people
6. Fits organization’s mission and culture.
Issue Selection

7. Involves current members in a meaningful way
8. Attracts new members
9. Many care, at least a few are passionate
10. Builds your organization’s political power
11. Leverages positive media attention
12. Has strong income potential
Element 1: Issue Definition

A clear definition of your campaign is critical to your success

Problem

Solution

Implement

Action

Resource Management

Tactics & Timelines

Communications

Strategy

Assess Your Resources

Campaign Goals

Issue Focus

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Winning campaigns have goals that are **CLEAR and MEASUREABLE** for your issue and your organization.
Element 3: Assess Your Resources

Know your:

• Strengths
• Weaknesses
• Opportunities
• Threats
• Allies and Opponents
Element 3: Assess Your Resources

<table>
<thead>
<tr>
<th>Strengths (internal)</th>
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### Element 3: Assess Your Resources

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<tbody>
<tr>
<td>• Staff &amp; Volunteers Committed &amp; Experienced</td>
<td>• Poor internal communication</td>
</tr>
<tr>
<td>• Connections with Legislators</td>
<td>• Poor database maintenance</td>
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<th>Opportunities (external)</th>
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<tr>
<td>• The American Recovery &amp; Reinvestment Act (opportunity to invest $$)</td>
<td>• Anti- bike/ped legislators will chair important committees in legislature</td>
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</table>
Element 4: Strategy & Power Mapping

Determine who has the power to make the change you seek.

How can you influence that decision-maker directly and indirectly?
<table>
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<tr>
<th>Primary Targets  (Decision-makers)</th>
<th>Secondary Targets</th>
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<tr>
<td></td>
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## Strategy & Power Mapping

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<th><strong>Secondary Targets</strong></th>
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<tbody>
<tr>
<td>(Decision-makers)</td>
<td>People who have influence on the primary target(s).</td>
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<tr>
<td>Specific people (name names) who have the power to make the change you seek.</td>
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<th><strong>Public Audiences</strong></th>
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<tr>
<td>Groups or types of people who have influence on secondary or primary targets.</td>
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</table>
Element 5: Communications

Effective communication depends on the message, as well as the medium.

- **Add a Hook**
- **Rehearse your Stair Speech**
- **Know your Story**
- **Have a Slogan**

Hook → Problem → Solution → What to do about it
Stair Speech

Hook ➔ Connect to Audience

Problem ➔ Solution ➔ What to do about it
Slogan

• Your message in 10 words or less

• Simple & Memorable
Trails for a Healthy Maine Bond

Invest in Critical and Under-funded Trail Infrastructure
Element 6: Tactics & Timelines

Choosing tactics comes at the end of your campaign planning.
Tactics Criteria

1. Achieves Campaign Goals
2. Will strengthen and unite, not divide or alienate your own “troops.”
3. Addresses a target (primary or secondary)
4. Fun, not too daunting
5. Achievable & Realistic (time, money, etc.)
6. Bonus: surprising to our opponents.
Element 7: Resources

All campaigns require and can acquire money.

Have you estimated the costs related to your campaign?
Campaign Planning Blueprint

1. Define Issue
   - For the issue
   - For the organization

2. Set Goals
   - For the issue
   - For the organization

3. Assess Resources
   - Strengths
   - Opportunities
   - Weaknesses
   - Threats
   - Media tactics

4. Strategize
   - Targets
     - Decision makers
     - Secondary targets
   - Public audiences
   - General message slogan
   - Story

5. Communicate
   - Media tactics

6. Set Tactics & Timelines
   - Tactic
   - Date

7. Manage Resources
   - Campaign budget
     - Item
     - Cost
   - Donors and fundraising

8. Evaluate Campaign
   - Reassess goals, allies, opponents and targets

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Some Campaigns

**Equity**
City of Lights – Los Angeles County Bicycle Coalition
Sheltered Bike Parking in Hacienda - Community Cycling Center (Portland, OR)

**Complete Streets**
Livable Streets Alliance (Tucson, AZ), Atlanta Bicycle Coalition working in Dekalb County

**Safe Routes to School**
Marin County Bicycle Coalition (CA), Feet First Bicycle Alliance of Washington (Seattle WA), San Francisco Bicycle Coalition, Midland Park, NJ, Milton VT and many more

**Mobility of Differently Abled**
Program to Educate All Cyclists (PEAC – Michigan)
Upcoming Trainings

Jan 13-15, 2012: Tucson, AZ

Apr 27-29, 2012: Boston, MA

June 8-10, 2012: Houston, TX

Oct 19-21, 2012: Kansas City, MO

Learn more and register at
www.PeoplePoweredMovement.org/Events
Questions?
Contact Jeremy Grandstaff at:
Jeremy@PeoplePoweredMovement.org

Learn more:
www.PeoplePoweredMovement.org
Winning Campaigns Sponsors

- VBT: Bicycling and Walking Vacations
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- SRAM
- Bikes Belong Coalition
- SPECIALIZED®
- CLIF® Bar 2MILE Challenge
- AARP
- alta PLANNING + DESIGN
- Sun: revolutions for the planet
- team estrogen

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An old bridge that was destined to be replaced.
Advocacy to the Rescue

• Charleston Bicycle Advocacy Group (CBAG)

• Organized broader coalition for bike/ped facilities on the bridge

• Participated in over 75 meetings during the next year
Campaign Slogan

“Can’t wait to bike/walk the new bridge!”

Campaign included thousands of post cards, t-shirts, bumper stickers
Can’t wait to BIKE the new bridge!

Thanks SCDOT!
Can't wait to bike and WALK the new bridge!

What will it look like? How tall will it be? For years, we could only imagine what a new Cooper River Bridge would be like. Now the design proposals are in... and there are lots of ideas that fit the budget that include bicycle and pedestrian access. This is terrific news! The ability to bike, walk and run across the bridge was never important to the Department of Transportation planners in Columbia, but it is a priority for thousands of people in the Charleston area. Thank you Mayor Riley and Mayor Hubman for paying attention to the overwhelming public support and insisting on a bridge design that will accommodate the new future as well as the present.

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THE BIKE BUNCH

Eva Stratos and her fifth-grade class at Belle Hall Elementary School are shown at left during the 1998-99 school year, when they campaigned for a bike and pedestrian lane on the new Cooper River bridge.
Success!

- East Coast Greenway held their national meeting in Charleston
- Group recognized as advocate of the year
- SCDOT came on board supporting bicycle & pedestrian facilities on the bridge
- Final plans included a 12 foot, two-directional, shared facility
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Free Download:
www.PeoplePoweredMovement.org/Benchmarking
Thank You for Your Work!

Check Out Our Publications & Resources

Alliance for Biking & Walking

www.PeoplePoweredMovement.org

202-449-9692

Twitter: @BikeWalk and @JeffreyBCMiller

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