

Integrated Campaign Strategy

Provided by Snyder Strategies, LLC

Campaign Overview

Goal & Team

In this section, you should get really clear about your campaign goals.

Primary goal: state your policy goal

Team: It is helpful to list each person who is informing the campaign plan and who is leading each part of the campaign.

- Campaign lead
- Direct lobby lead
- Member engagement lead
- Policy expert lead
- Communications lead
- Board liaison
- C-Suite or leadership lead

Internal objections and opposition

- Discuss if you have the right support and buy-in from your leadership and membership
- Brainstorm how you'll overcome internal objections and opposition

Strategy

Get clear on your campaign strategy.

List each of these out in bullets below. Here are a few more examples.

Legislative:

- Increase number and diversity of authors
- Secure a hearing
- Gain support of Governor

Engagement:

- Activate 10% of membership
- Educate and train 1,000 members
- Provide 3 training sessions
- Develop one key contact per primary target

Communications:

- Educate local media about this topic
- One story in priority media
- Two op-eds in target newspapers
- Use social media to drive education and engagement

Coalition:

- Engage a broad coalition of partners representing a diverse range of sectors

Policy Research & Analysis

What policy research and analysis will you need to make your case?

- This not only includes policy research, but may also include public polling and messaging research.

Political Environment & Landscape

Describe what is going on in the political landscape that could impact your campaign.

- What is the make-up of the legislature? What role does the minority party play?
- What is the composition of the executive and legislature? How will this impact your campaign?
- What are the hot topics likely to be discussed during the legislative session? Will a budget deficit or windfall dominate conversations? How will this impact your campaign?
- Will you need to break-through a lot of noise? Or can you leverage the moment to draw attention to your issue?

Coalition

These days, almost all legislative campaigns require some sort of coalition effort.

- Do you have a coalition you are working with; do you need to create a coalition, will you need to approach an existing coalition?
- Are there sectors or organizations you will need to engage to be successful?

Opposition & Challenges

Don't be caught off guard by opposition to your policy proposal.

- What opposition and challenges do you expect? Do you have a defined opposition?
- How will you neutralize the opposition?

Resources & Budget

A clear understanding of your budget will help you gauge how you spend your time - and money.

- People - staff, consultants, etc.
- Communication - paid, social, etc.
- Events - for lawmakers, advocates, and press
- Research and polling
- Training and education
- Technology tools and software
- Materials and printing

1. Direct Lobbying

Legislative Segmentation & Targeting

Plot out what legislative pathways your bill will likely go through.

Legislative Targets:

House of Representatives	Challenges	Senate (house of origin)	Challenges
House Health Budget Committee		Senate Health Budget Committee	
House Budget Committee		Senate Budget Committee	
House Health Committee		Senate Health Committee	
House Floor		Senate Floor	
Governor			

Bill author

- Level of engagement, strengths, and weaknesses
- What support will they likely need?

Senate Budget Committee

- Chair
- Makeup of committee
- List other committee members who will need advocacy
- What types of contacts or advocacy will be needed?

Senate Health Committee

- Chair
- Makeup of committee
- List other committee members who will need advocacy
- What types of contacts or advocacy will be needed?

2. Member Engagement

Grassroots Activities

Each campaign takes deploying various tactics. Outline what tactics you may need your grassroots advocates to take.

- **Education Events**
 - Forums
 - Trainings
- **Direct Action**
- **Advocacy Events/Tactics**
 - Action Alerts
 - Story Collection
 - In-District Meetings
 - Lobby Day

Grasstops & Key Contact Activities

Engaging your grasstops or key contacts will be extremely important. You can start mapping them out and the type of activities in which they can engage.

- Place phone calls at key points
- Set up meetings with key lawmakers
- Organize virtual town hall with lawmaker
- Organize virtual site visit with lawmaker or staff
- Place op-eds
- Do media interviews

3. Communications

Topline Messages

Determine the topline messages for each audience:

- For lawmakers
- For advocates
 - Grassroots messaging
 - Grasstops/key contact messaging
- For coalition
- For media

Media Strategies

It is helpful to determine what type of communications you'll need throughout the campaign.

- **Earned Media**
 - Generate coverage by taking advantage of breaking news and important external events
 - List target papers and outlets
 - Op-eds/Letters to the Editor
 - List target lawmakers and their papers and outlets
 - List potential authors
 - Draft sample op-eds/LTEs
 - Press Conferences
 - To kick-off campaign and/or bill introduction
 - To create momentum at critical moments

- **Social Media**

- Integrate social media throughout the campaign to engage target audiences and build support
- List handles and hashtags of all relevant organizations, targeted lawmakers, etc.
- Take paid campaigns into consideration
- Create template social content
- Share social media toolkits for members & coalition

Collateral & Resources

Some campaigns require more assets, materials, and support than others. You may consider:

- Other communications assets
 - factsheets
 - talking points
- Branded campaign
 - Microsite
 - Facebook page
 - Twitter handle
 - Campaign hashtag
- Polling and messaging

Campaign Work Plan

Month	Key Event	Target Audience	Task/Tactic/ To Do	Resources, materials needed	Who responsible	Status
January	1-20-22 Leg session begins					
February	First committee					
	First deadline					
March	Spring Break					
April	Second house					
	Second deadline					
May	End of session					
June	Wrap-Up					
	Evaluation					