Developing campaign strategy

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Definition of Strategy

• Your theory of what will make it in the decision makers self interest to decide in favor of our campaign goal
What isn’t strategy?

- One or two words
- A particular argument on the merits
- List of tactics
Inside Strategy

Build relationships (nod and smile)
Persuade (on the merits)
Negotiate (change your goal)
Outside Strategy?

How to change our target’s self-interest in favor of our campaign goal

Our theory for how we win
Campaign Strategy How-To

1. Choose your target
2. Assess your target’s self interest
3. Assess our resources and intersections with the target’s influences
Step One: Choose your target

Who has the most power over the decision?

Who do we have the best ability to influence?

Who is most likely to be with/against us?

How do our different possible targets relate to each other?
Step two: Assess our target’s self interest

Is your target elected or appointed?
Is she/are they up for re-election?
Is he/are they vulnerable?
What is his past, what is her future?
Step three: Assess our resources
What’s the quality and quantity of our staff and volunteers?
How much time do we have?
What’s our access and influence with the target’s influences?
## Types of outside game strategies

<table>
<thead>
<tr>
<th>Target leans our way</th>
<th>Constituency leans with us</th>
<th>Constituency leans against us</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Hero opportunity</td>
<td>Cover</td>
</tr>
<tr>
<td>Target leans against us</td>
<td>Pressure</td>
<td>X</td>
</tr>
</tbody>
</table>
Types of Tactics

- Communications
- Grasstips
- Grassroots
Grassroots
Grasstops
Communications