

# the public interest network:

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

	<i>Constituency leans with us</i>	<i>Constituency leans against us</i>
<i>Target leans our way</i>	Hero opportunity	Cover
<i>Target leans against us</i>	Pressure	X

# Types of Tactics

- Communications

- Grasstops

- Grassroots



# Grassroots



# Grasstops



# Communications

