7 SECRETS THE GOVERNMENT DOES NOT WANT YOU TO KNOW

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AGENDA

1. Introductions
2. A Tale from Patricia Hayes
3. A Tale from Kent Fuller
4. The Common Thread?
5. The Secrets?

Handout
THE COMMON THREAD?

POWER

*Power from ones position – People power*

Understanding the exact nature of power.
Who has it?
What are the forms of power?
How can it be wielded?
How can we gain more?

The 7 Secrets ...
The 7 Secrets . . .
of Organizing

1. Clear Issue Focus
2. Achievable Campaign Goals
3. Understanding the Lay of the Land
4. Strategy of How You Will Win
5. Compelling Campaign Communication
6. The Right Tactics and Clear Timelines
7. Resource Management
1. Issue Focus

What is the specific issue you are trying to address?
2. Campaign Goals

A. Conservation goals – short, interim, long term goals. What will you deem a victory? How will you quantify your success?

B. Organizational goals - What are your organizational goals? How will you recruit and develop new activists?

Goals should be realistic, achievable and quantifiable.

- Recruit 20 new people
- Develop 2 new leaders
- Restore 10 acres
- Establish good working relations with 2 new groups
3. The Lay of the Land

- Organizational strengths and weaknesses
  - Be honest and critical. What resources do you have and what do you need?
- Allies and opponents
  - Who are they?
  - What are their strengths and weaknesses?
  - What resources can they bring to the effort?
  - What will they do or spend to oppose you?
4. Strategy

- **Strategic vehicle** - How will you win? In what venue do you hope to accomplish the goals?
- **Targets**
  - **Decision-makers** - Which individual or group of individuals has the power to deliver your conservation goal? Who will make the decision? Which specific individuals will you target to secure victory?
  - **Secondary targets** - Which prominent individuals in your community can help you influence your targeted decision-makers? Who can you enlist to help you influence their decision? How might their involvement impact this effort?
  - **Public audiences** - Who among the general public are you attempting to reach with your message? Who are your most likely supporters in the community? Think in terms of geography, demography, and constituencies.

*How* you will take delivery on the goal. It sets forth exactly *who* will support you and who will ultimately meet your demands.
5. Campaign Communication

- **Message/Slogan** - What is the central message you plan to deliver through this campaign? It should be a clear, concise, and compelling phrase (10 words or less). It summarizes your position.

- **Story** - What is the story you will tell to communicate with your targets? Who is the villain? Who is the victim? Who are the heroes? What is the problem? What is your proposed solution?

- **Media outlets** - List the specific media outlets you will use to get your message out.

*Sample Slogan*

Build Quentin Right: Protect the community and the forest preserve.
The Cook County Highway Dept. wants to build a 5-lane highway that will lower our quality of life and endanger residents. We support a solution that solves all the issues without endangering families or the Forest Preserve.

Compelling – connects at the gut and intellectual levels, sense of urgency
Connected – relates directly to the local community, right here & right now

The 7 ‘C’s of Campaign Communication

1. Clear – simple, easy to understand
2. Concise
3. Connected
4. Compelling – connects at the gut and intellectual levels, sense of urgency
5. Contrasting – clear choice between two things
6. Credible – sounds true and is true
7. Consistent – repeated over and over.
VOTE TO CLOSE TROY LIBRARY
AUG. 2nd

BOOK BURNING PARTY
AUG. 5th

facebook.com/BookBurningParty
6. Tactics and Timelines

- What actions (tactics) will your campaign take to put pressure on your target(s)?
  - Direct Contact Activities:
    - Phone banks
    - Door to Door
    - Neighborhood coffees, house parties
    - Leafleting
  - Written – newsletter, web posting
  - Visibility Activities

- What will you do to ensure the media covers your issue?
  - Pitch a specific story – Return of Bobolinks
  - Opinion columnists
  - Editorials

- In what order will you implement your tactics?
  - Start small and get bigger
7. Resource Management

- Campaign budget
- Donor management/fundraising
- Volunteer recruitment and stewardship
  - Asking - a good ask should have the following components:
    - Introduction - both who you are and ‘the story’
    - Problem
    - Solution
    - Opposition
    - Request
  - Knowing Who to Ask
  - Knowing What to Ask
Our Most Important Resource: People

- **Ask** – Know what you need – then ask for it.
- **Thank**– Often and in different ways
- **Inform** – Take the time to talk with people. Explain how it all fits into a larger picture.
- **Involve** – Specific, concrete tasks. Match skills to tasks.
Summary

To be a more effective advocate for nature:

• Understand the Power Relationships

• Organize to Alter the Power Relationships

• Communicate to Build Power