

**“The 7 Secrets . . . of Organizing”**

**Basic Campaign Planning Matrix\***

**Wild Things Conference 2013**

Use this 7 step campaign planning matrix to assess your current power and to identify ways to build power to achieve your goals. Be as specific as possible when answering the questions. This exercise is best done as a specific task, not part of another meeting. Prepare to devote time to completing the matrix; 2 - 5 hours.

1. **Issue Focus** - What is the specific issue you are trying to address?
2. **Campaign Goals**
   * ***Conservation goals*** - short, interim, long term goals. What will you deem a victory? How will you quantify your success?
   * ***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

1. **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?
2. **Strategy** - defines how you will take delivery on the goal. It sets forth exactly who will support you and who will ultimately meet your demands.
   * *Strategic vehicle* - How will you win? In what venue do you hope to accomplish conservation goals?
   * *Targets*
     1. Decision-makers (primary targets) - 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?
     2. 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?
     3. 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.
3. **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.

*Sample Slogan:* Build Quentin Right: Protect the community and the forest preserve.

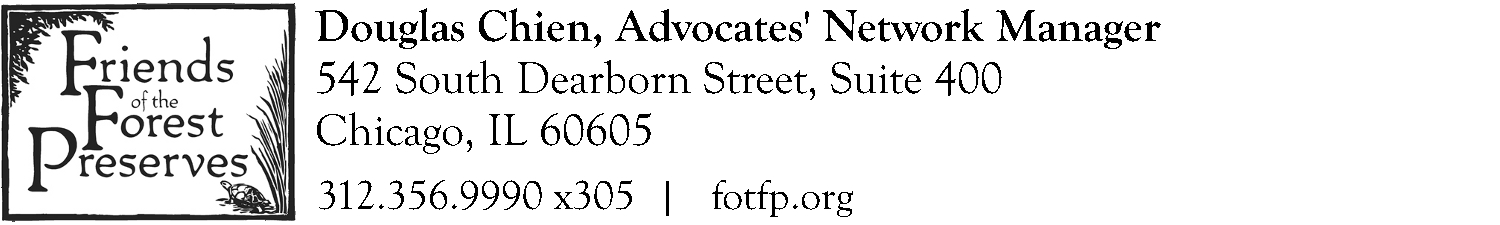
* + *Story* - What is the story you will tell to communicate with your targets? Who is the villain? Who is the victim? Who are the heroes? What is the problem? What is your proposed solution?

*Sample Slogan:* 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.

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

1. **Tactics and Timelines**-
   * What actions (tactics) will your campaign take to put pressure on your target(s)?
     1. Direct Contact Activities: Phone banks, door to door, neighborhood coffees, house parties, leafleting. Written – newsletter, web posting
     2. Visibility Activities: Press conference, public gatherings
   * What will you do to ensure the media covers your issue?
     1. Pitch a specific story – Return of Bobolinks
     2. Opinion columnists
     3. Editorials
   * In what order will you implement your tactics? Start small and get bigger
2. **Resource Management**
   * Campaign budget
   * Donor management/fundraising
   * Volunteer recruitment and stewardship
     1. Asking - a good ask should have the following components:
        1. *Introduction* - both who you are and ‘the story’
        2. *Problem ­-* short and to the point
        3. *Solution* *-* who can give us what we want?
        4. *Opposition* - who is against what we want, what are they doing?
        5. *Request* - be specific
     2. Knowing Who to Ask – What age group, demographic, neighborhood, organization will provide resources?
     3. Knowing What to Ask

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| **The 7 “Secrets” of Campaign Communication** |
| 1. ***Clear*** – simple, easy to understand |
| 1. ***Concise*** |
| 1. ***Connected*** – relates directly to the local community, right here & right now |
| 1. ***Compelling***– connects at the gut and intellectual levels, sense of urgency |
| 1. ***Contrasting***– clear choice between two things |
| 1. ***Credible*** – sounds true and is true |
| 1. ***Consistent*** – repeated over and over. |



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\*Drawn from the Sierra Club’s Grassroots Training Manual