



T: 919.857.4699
F: 919.833.8819

19 East Martin St.
Suite 300
Raleigh, NC 27601

www.nccconservationnetwork.org



It's YOUR Future... Make sure it's senior-friendly!

**WANT TO ADVOCATE FOR A MORE SENIOR-FRIENDLY COMMUNITY?
HERE ARE SOME HELPFUL TIPS.**

HOW TO PLAN AND WIN A LEGISLATIVE CAMPAIGN

Tip #1: Start early. If you set up grassroots and insider support for your issue before the session even begins, legislators will have a harder time ignoring your issue.

Tip #2: Know your issue and create a goal. What is your goal? It's best to have a clear goal with clear bottom lines before you start planning your campaign.

Tip #3: Pinpoint your targets. Who can give you what you need to meet your goal? A target should never be the entire body such as the legislature (because we don't have the resources to try to win each legislator over) but rather a group of people who you need on your side to win. These targets may be committee chairs, legislative leaders, or simply the "undecideds." It's always important to know who has the power to help you reach your goal.

Tip #4: Plan your campaign. You already know your goal and your targets. Now what's your plan to influence your targets to help get you to your goal? What kind of actions (or education) will you do? And, how will this campaign plan build your organization? Will you recruit new members using your goal? Will you raise funds through an email appeal? The sky is the limit in your tactical choices – although you are limited within the boundaries of your organizational capacity.

Tip #5: Start talking to decision makers. Once you've determined who your targets are, start talking to them. Educate them and gauge their knowledge and interest on your issue. You'll also need to have an inside champion (a friendly legislator in the General Assembly) who can help guide your bill through the session. Remember that it's important to not burn any bridges with most legislators because you might be able to find common ground on future issues.

Tip #6: Think outside the box. The more creative you are with your tactics the more likely your campaign is to grab the attention of media and your targets. Your creative tactics shouldn't cross the line in which you turn away the very targets you are trying to win over.

Tip #7: Know your organization's strengths. Do you have a large, active membership that can be mobilized to talk to decision makers? Do you have a state lobbyist? Does your Board have connections? It's just as important to know where your organization isn't as strong so that you can...

Tip #8: Collaborate with partners. Often times, collaborating with other groups is the best way to increase the public presence of your campaign and influence your decision makers. It's also helpful when your partners can carry different messages that result in asking for the same outcome. Unusual alliances leave lasting impressions on decision makers.

Tip #9: Be patient and keep the big picture in mind. There will be bumps and turns along the way, but don't let them frustrate you. Rather learn from them and re-evaluate your plan. Many of these bumps can even be predicted, so be prepared and remember your plan. Most meaningful campaigns are not won in months but in years.

Tip #10: Celebrate! Whether it was a great turnout at an event or passing the bill you've been fighting for two years...celebrate. And, celebrate with your partners, your Board, and your members. If they feel good about the work you did then they are likely to keep coming back to help win future campaigns and possibly even donate money to your successful organization!