



MONEY IN POLITICS, CONSTITUTIONAL AMENDMENTS, REDISTRICTING: ACTION PLANNING GUIDE

This document is designed to help Leagues put LWVUS positions on Money in Politics, Constitutional Amendments and Redistricting into action.¹ We invite you and local or state League leadership teams to review the positions and the opportunities they offer for action, select an action goal, and then use this to formulate a campaign action plan and identify resources needed for implementation.

In addition to the new positions, this template can be used to engage on any of the *Campaign for Making Democracy Work*^{®2} action opportunities (such as voter protection, registration, education and mobilization). We believe this guide to planning a campaign will assist you in identifying ways to simultaneously build the League’s capacity, including

- Increasing programmatic impact
- Increasing visibility
- Engaging new supporters beyond our members
- Developing League leaders

Describe Your League’s Campaign

What are the desired outcomes? Examples:

- Lead a campaign to inform citizens about laws regulating the financing of election campaigns in your community.
- Organize a campaign to strengthen enforcement of ethics laws for your state’s elected public officials.
- Engage in an advocacy campaign to achieve a non-partisan redistricting commission for your state.

What measurable impact do you wish to have? Who is the audience for that impact?

¹ As of June 2016, position wording is available online at Amending the U.S. Constitution, <http://forum.lwv.org/category/member-resources/our-work/constitutional-amendment-study>

Money in Politics, <http://forum.lwv.org/member-resources/article/lwvus-position-money-politics> Redistricting, <http://forum.lwv.org/member-resources/article/proposed-2016-2018-lwvus-program> Post-Convention, the new positions will be included in the 2016-18 *Impact on Issues*.

² The Campaign for Making Democracy Work®, as proposed, is available at <http://forum.lwv.org/member-resources/article/proposed-2016-2018-lwvus-program>



Make your case for support. Why is this campaign needed/important? How will the League have an impact on this issue/debate? Why is the League THE group to carry out this work?

Approximately how long has your League been working on this campaign?

_____ *Just starting now*

_____ *1-2 Years before this*

_____ *3-5 years*

_____ *More than 5 years*

What are three lessons you have learned from past action (in League or with other groups) that can be applied to strengthen your campaign?

1. _____
2. _____
3. _____

Reality Check:

What strengths does your League have that will help support your success here?

What are the biggest challenges standing in your way?

Who will or could lead this effort for your League?

For state Leagues: How will you engage local Leagues in this campaign to reach your goals?

You need funds to have impact. Identify why your League needs money for this project. Think specifics. What could you do with \$5,000, \$10,000 or \$20,000 (or amounts that make sense based on activities) to enable you to achieve the impact you indicated above?

Partnering with Other Organizations to Strengthen Your Effectiveness

What groups outside the League would best assist you in carrying out the campaign you've chosen? Who can best help advance the campaign, possibly share in the work and offer a chance to find new supporters? Consider partners with whom you have worked, as well as groups with whom you have not traditionally worked.

Allied Group	Established relationship? (Yes or No)	Why valuable to this campaign?	Next Steps

Reaching Beyond the League Base

Who outside of the League (non-members/activists/supporters) do you need to engage in order to achieve your goal?

How will you find them? (e.g. ask partner organizations to promote LWV efforts, share names, co-sponsor events to reach shared supporters, use social media, etc.)



As you reach people outside the League how will you communicate with and engage them? What are you already doing (action alerts, email campaigns) that could be expanded or tweaked to reach an external audience? What new approach(es) will you adopt?

For state Leagues: How can local Leagues support your efforts to engage non-members in this campaign? What training and resources can you offer to help them succeed in this effort?

Visibility/Media³

What key external messages will you reinforce throughout the campaign? Remember not to overwhelm your audience with too many messages, 2 -3 points are sufficient! (Is it timely, relevant? Does it share LWV impact, urgency and action?)

1. _____
2. _____
3. _____

Online Engagement: *How can you use online channels (League website, action alerts, blast emails, social media, etc.) to engage supporters around the campaign? What type of content can you create or share to help communicate the urgency of the campaign?*

Online Channel	Content type

³ For effective messaging on core democracy issues, such as money in politics and redistricting, refer to Lake Research presentation at LWVUS Convention.



Media: *What media outlets/reporters (TV, Radio, Newspaper, Blog) can you leverage to advance the campaign? Describe how you will do so.*

Media Outlet/Reporter	Approach

For state Leagues: How will you support local Leagues in promoting visibility for your campaign? List materials/resources (e.g., template press releases, letters to the editor, talking points, social media training and templates) that you can provide to local Leagues to help them promote the campaign.

Leadership Development

Not all members and supporters—including new ones--want a leadership role and that's ok; however, some will be eager to do so. What opportunities/activities associated with this campaign can you identify that offer a chance to develop new leaders?

1. _____
2. _____
3. _____

How will you foster their continued engagement?

Approach & Task	Training/Support Needed

Fundraising

What specific sources of funding will you pursue, and on what timeframe?

Source of Funding	When Needed

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Timeline

What is your timeline for carrying out this campaign? What are the distinct stages or phases?

WHEN	MAJOR ACTION ITEMS/STEPS
	FINAL GOAL:

Evaluation

How and when will you evaluate your progress?