

Appendix II: Lists and Charts for State Capital-Based Professional Advocates (Blue Pages)

Chapter 2: Strategic Thinking: Pre-Campaign Activities

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The “About Time Campaign” Operations Planning Tool & Commitment Form

Executive Committee: Name coalition conveners (diverse stakeholders committed to representing key constituencies).

Campaign Goals

Win _____ for _____.
(what) (whom)

Build a diverse coalition of consumers, organized labor, community-based and mission-driven organizations, business supporters, and most major stakeholders in the

(public policy field)

Operating Assumptions

- Collaboration across constituencies will contribute to strong campaigns.
- Effective campaigns require resources and there is a commitment to seek the necessary resources acknowledging that community-based organizations and consumer organizations have the least financial resources and may need additional support, and that the “About Time Campaign” fundraising strategies will not interfere with funding for core operations of collaborating partners.
- We will focus on those areas in which coordination or economies of scale make sense such as common research, message development, national or regional fundraising and any other needs specifically identified by the steering committee.

The “About Time Campaign” Operations Planning Tool & Commitment Form, continued

Elements of a Campaign: *Members will be asked to participate in these activities to the extent they are able and that it builds their organizational power.*

- Coalition governance, communications and maintenance
- Policy analysis and research
- Political strategy and coordination
- Outreach and mobilization
- Message and media relations
- Budget/fundraising

General Campaign Ground Rules

- The “About Time Campaign” will establish clear campaign goals and operating guidelines.
- The “About Time Campaign” will communicate these goals and guidelines broadly to campaign members, potential participants, policymakers, media and the broader public.
- The “About Time Campaign” will establish clear decision-making protocols with a relatively small “executive” group authorized to make key decisions and able to move promptly when time demands are tight.
- All decisions about policy and strategy must be made by authorized campaign committee (NO individual deal-making).
- All “About Time Campaign” members are committed to full information-sharing and disclosure on matters that materially affect the campaign.
- All members will respect and recognition of the contributions of all partners is a key element of a successful campaign
- The “About Time Campaign” will produce a budget and a written work plan with roles, responsibilities, and timelines laid out, which will be distributed to all members; the plan will address legal/policy work, media relations, outreach and public involvement, legislative strategy, etc.
- The “About Time Campaign” will convene regular meetings of the steering committee and the full membership for the purposes of monitoring and adjusting the work plan and budget.
- The “About Time Campaign” will develop a protocol for public statements and media relations should be established with recognition that press often operate on deadline and want a consistent relationship with a limited number of spokespeople.

**The “About Time Campaign” Operations Planning Tool & Commitment Form,
continued**

Key Planning Deadlines: Three Month _____ to _____ Workplan

- Coordinate regular meetings and conference calls among the collaborators to develop workplan, review progress, coordinate research and other common functions.
- Draft initial policy change, legislation, and secure sponsors by _____.
(date)
- Develop phase one campaign workplan by _____.
(date)

The “About Time Campaign” Coalition Conveners Agreement

We, the undersigned, agree to represent our constituency and the shared interests of our coalition partners for the purpose of achieving

_____ (campaign goal)

and agree to operate collaboratively with our partners under the above mentioned campaign coalition assumptions and ground rules to accomplish our collective campaign goal.

(organization name)	(organization representative)
(organization name)	(organization representative)
(organization name)	(organization representative)
(organization name)	(organization representative)
(organization name)	(organization representative)