While you wait …

Is everyone using computer speakers for audio?

Please use the chat box for questions.

Please fill out the post-webinar survey so we can expand the webinar trainings we offer and improve upon our work!
Advocacy 103: Planning + Resources = An Effective Campaign Webinar 3 of 3
ABOUT RIVER NETWORK

River Network connects and empowers over 6,000 local water-focused nonprofits working for clean water and healthier rivers across the U.S.

We envision a future of clean and ample water for people and nature, where local caretakers are well-equipped, effective, and courageous champions for our rivers.

Meet our network and search the Water Protectors Map on our website rivernetwork.org.
TODAY’S AGENDA

• What is included in a Campaign Plan?
• Who is involved?
• How much will it cost?
• What message will work?
Have you or your organization launched an issue-based campaign?

☐ Yes
☐ No
☐ I don’t know
What is considered one of the most important pre-Campaign activities?

A). Spell out Goals
B). Identifying key tactics
C). Conducting a quick assessment
D). Build partnerships
## LET’S MAKE A PLAN

<table>
<thead>
<tr>
<th>Goal</th>
<th>Audience</th>
<th>Message</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>What does success look like?</td>
<td>Who is your target audience?</td>
<td>What do you want people to walk away with?</td>
<td>What do you need to do to meet your goal?</td>
</tr>
<tr>
<td>What outcome are you trying to achieve?</td>
<td>Are they with you?</td>
<td>Is it understandable?</td>
<td>Are your tactics realistic/achievable?</td>
</tr>
<tr>
<td>Is the goal under your control?</td>
<td>Are you trying to get them onboard?</td>
<td>Is it relevant?</td>
<td>How will your mobilize folks?</td>
</tr>
<tr>
<td>Is now a favorable time to address your issue?</td>
<td>Are they movable?</td>
<td>Is it relatable?</td>
<td></td>
</tr>
</tbody>
</table>
STEP ONE: EST GOALS

Goal
What does success look like?
What outcome are you trying to achieve?
Is the goal under your control?
Is now a favorable time to address your issue?
What are the most effective ways to target your audience?

A). Build a diverse coalition representing businesses, professional groups, and NGOs
B). Use Board and Volunteers to connect you to new constituencies
C). Understand the political landscape
D). All of the above
STEP TWO: WHO DO YOU KNOW?
<table>
<thead>
<tr>
<th>Audience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is your target audience?</td>
<td></td>
</tr>
<tr>
<td>Are they with you?</td>
<td></td>
</tr>
<tr>
<td>Are you trying to get them onboard?</td>
<td></td>
</tr>
<tr>
<td>Are they movable?</td>
<td></td>
</tr>
<tr>
<td>Do they have influence?</td>
<td></td>
</tr>
</tbody>
</table>
STEP THREE: MESSAGING

FIGHT OCEAN LITTER
STEP THREE: MESSAGING PART II

When explaining an environmental issue:
• Nature Protection
• Pollution Control
• Enough Clean Water
• Wildlife Conservation

When addressing the "why":
• Future Generations
• Healthy
• Family & Children
• Safe/Safety

When encouraging action:
• Accountability
• Choice
• Fair
• Balance
The increasing urgency of our climate crisis is why Governor Murphy campaigned for a plan to move New Jersey quickly onto 100% clean energy. Yet his draft Energy Master Plan (EMP) is silent on currently proposed fossil fuel projects like the North Barge Canal in Secaucus.
• **Budget Considerations**
  – Based upon your timeline
  – On hand versus need to raise
    • From whom?
• **Be adaptable**
  – Review the plan regularly
  – Modify where/when needed
It's awesome to see so many organizations supporting each other at the #DelRiverForum2018! We thank you all for standing up #4TheDelaware. If you haven't already - stop by and visit us!
RECAP

1 PLAN YOUR CAMPAIGN
Take a moment to help us improve our trainings! Please fill out the survey:

https://tinyurl.com/RNwebsurvey

Recordings and handouts will be posted online at: https://www.rivernetwork.org/connect-learn/resources/webinar-series-the-what-who-and-how-of-nonprofit-advocacy-work/
YOUR PAID MEMBERSHIP BENEFITS

Take advantage of paid membership.

✓ Find **funding** for water projects
  (on the website go to *Membership* then select *Get A Project Funded*)

✓ Receive **25% off** registration for our annual River Rally conference

✓ Receive **discounts** on equipment and consultations

✓ And more!

Questions about your paid membership benefits? Please contact Carly Schmidt, Membership Associate, at cschmidt@rivernetwork.org
JOIN US AT RIVER RALLY 2020!

MAY 15–18, 2020
The Westin Riverwalk
San Antonio, Texas
Thank you!

Presentation will be available online