WELCOME TO THE WEBINAR

Building Successful Campaigns

While you wait ...

- Is everyone is 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



Goal	Audience	Message	Tactics
What does success look like?	Who is your target audience?	What do you want people to walk away with?	What do you need to do to meet your goal?
What outcome are you trying to achieve? Is the goal under your control?	Are they with you? Are you trying to get them onboard? Are they movable?	Is it understandable? Is it relevant? Is it relatable?	Are your tactics realistic/achievable? How will your mobilize folks?
Is now a favorable time to address your issue?	Do they have influence?		

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?





STEP TWO: AUDIENCE

www.labor4sustainability.org





Audience

Who is your target audience?

Are they with you?

Are you trying to get them onboard?

Are they movable?

Do they have influence?

DELAWARE STATE CHAMBER OF COMMERCE

STEP THREE: MESSAGING









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



STEP FOUR: TACTICS



ATE JUSTICE

Friendio

NATUR S.



ACTION ALERT

The increasing urgency of our climate crisis is why Governor Murphy campaic plan to move New Jersey quickly onto 100% clean energy. Yet his draft Energy Plan (EMP) is silent on currently proposed fossil fuel projects like the North B



OTHER ITEMS



- Budget Considerations
 - Based upon your timeline
 - On hand versus need to raise
 - From whom?
- Be adaptable
 - Review the plan regularly
 - Modify where/when needed



CASE STUDY













CASE STUDY





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!



4:35 PM - 25 Sep 2018

IT'S AMERICA'S FOUNDING WATERWAY. DON'T JUST CROSS IT-CARE 4 IT

#4TheDelaware





RECAP







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: <u>https://www.rivernetwork.org/connect-</u> <u>learn/resources/webinar-series-the-what-who-</u> <u>and-how-of-nonprofit-advocacy-work/</u>

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



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

Education - inspiration - celebration

JOIN US AT RIVER RALLY 2020!





hank you!

Presentation will be available online