



NWF Campaign Planning: Tactics Resource

As you are placing tactics onto a calendar, it is important to be extremely thoughtful about how tactics are building on each other and to keep in mind some best practices around phases of a campaign. If your first thing on your campaign plan is “hold a giant rally” you should take a step back to evaluate.

Order of Operations: Depending on the type of campaign and/or organizing you are doing, Phase A & B may happen together. Ideally, leaders from the community would have a seat at the table in your Campaign Planning Session and/or would serve a role within the campaign structure. This type of structure can lead to more strategic campaigns and more powerful, authentic partnerships. In instances where the campaign follows a “B, A, C” order (as many of our campaigns do), it is still important to allow the Entering the Community phase to inform and alter your Campaign Plan. This is part of the “ground-truthing” outlined in Worksheet 3.

Phase A- Entering the Community & Education on Issue: For any new campaign, our organizers should spend at least one month in the community listening, gathering information, and building relationships. Once these organizers begin to develop trust, they can then spend at least two months educating the target(s), key constituencies, the media and the grassroots in that community on the issue and its impact on them, starting with a clear sense of the problem and then introducing the solution.

Phase B - Building the Campaign: The first couple of months of a campaign are centered on creating the plans, leadership, structures, and resources to make a campaign effective.

Phase C - Build to Action: This phase should build into increased engagement on the campaign. Good to be thinking about the experience of the activist with the campaign and how each action can build on previous engagements. Activist engagement online and offline can be complementary and coordinated.

What is a Ladder of Engagement: A ladder of engagement is a plan for building the leadership of key members of a campaign using the power of asking. The first day a new volunteer joins a campaign, they are not going to run your phone bank. The first day an influential member of the community learns about your issue, they are unlikely to be a speaker for your radio tour. However, over a period of several weeks or months, by continuously educating these people about the campaign, building a relationship of trust, and *asking for incrementally more difficult or time-intensive actions*, you build your brand new volunteer into a leader and your uninformed grassstop into a spokesperson.



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SAMPLE LADDERS OF ENGAGEMENT

USEFUL TO ORGANIZERS AS THEY DEVELOP A WORK PLAN:

- **SAMPLE Grassroots Ladder of Engagement**
 - Online action/petition
 - Call their member of congress
 - Attend a rally/event
 - Attend organizer meeting (1:1 or Team Meeting)
 - Sign an LTE
 - Volunteer to gather signatures/"table"
 - Participate in a phone bank
 - Tabling or Phone Bank Captain

- **SAMPLE Grasstops Ladder of Engagement**
 - 1:1 meeting with organizer
 - Sign a sign-on letter
 - Attend an in-district lobby meeting
 - Sign an Op-Ed
 - Participate in Tele-presser/PNS story
 - Fly-In to DC
 - Participate in a media tour
 - Feature in an online video campaign/advertisement

- **SAMPLE Target Ladder of Engagement**
 - Vote with us on the issue
 - Tweet about the issue
 - Co-sponsor legislation supporting issue
 - Put information about issue on his/her website
 - Speak on floor of congress
 - Speak at a press event we host
 - Write an Op-Ed
 - Organize their own press event or action