



Launching a Winning Campaign

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Agenda

Purpose: To provide a brief overview of the Alliance Winning Campaigns Training.

1. Elements of a successful campaign
—What do we learn in the training
2. Some examples of campaigns from our trainings
3. Upcoming Winning Campaigns Trainings
4. Questions & Discussion
5. Wrap-up



Train and Empower



PeoplePoweredMovement.org



Alliance for Biking & Walking
**Winning Campaigns
Training**



Campaign Planning
Workbook

Issue Selection

1. Aligns with successful model campaigns
2. Is winnable
3. Results in *real improvement* in the community
4. Results in *long-term* community improvement
5. Involves important groups of people
6. Fits organization's mission and culture.



Issue Selection

7. Involves current members in a meaningful way
8. Attracts new members
9. Many care, at least a few are passionate
10. Builds your organization's *political* power
11. Leverages positive media attention
12. Has strong income potential



Element 1: Issue Definition



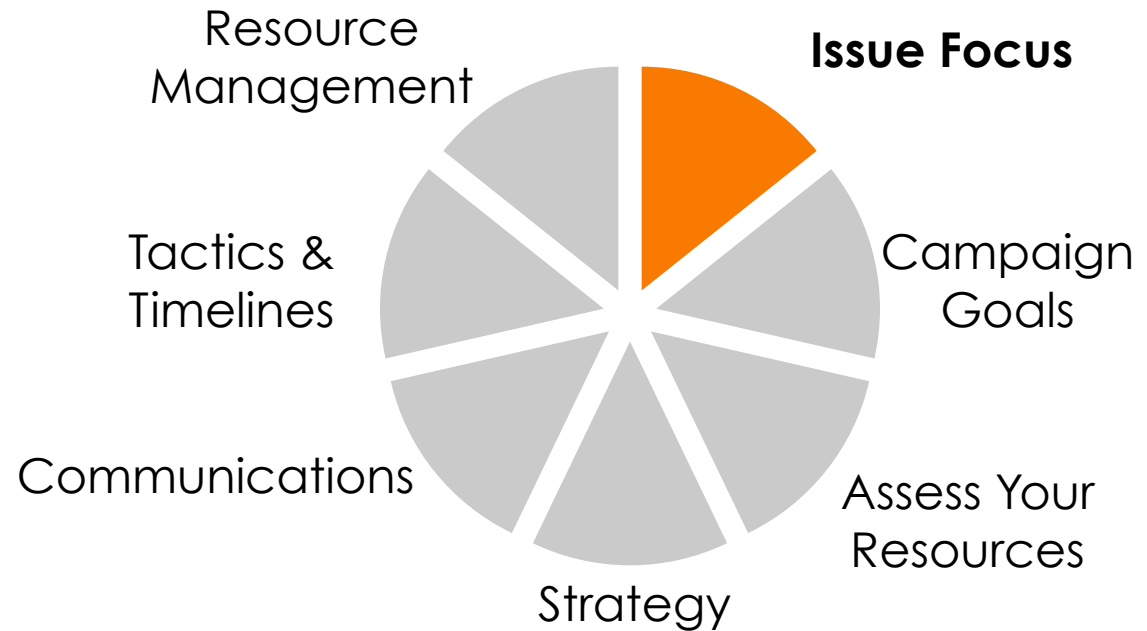
A clear definition of your campaign is critical to your success

Problem

Solution

Implement

Action



Element 2: Campaign Goals



Winning campaigns have goals that are

CLEAR and MEASUREABLE

for your issue *and* organization.

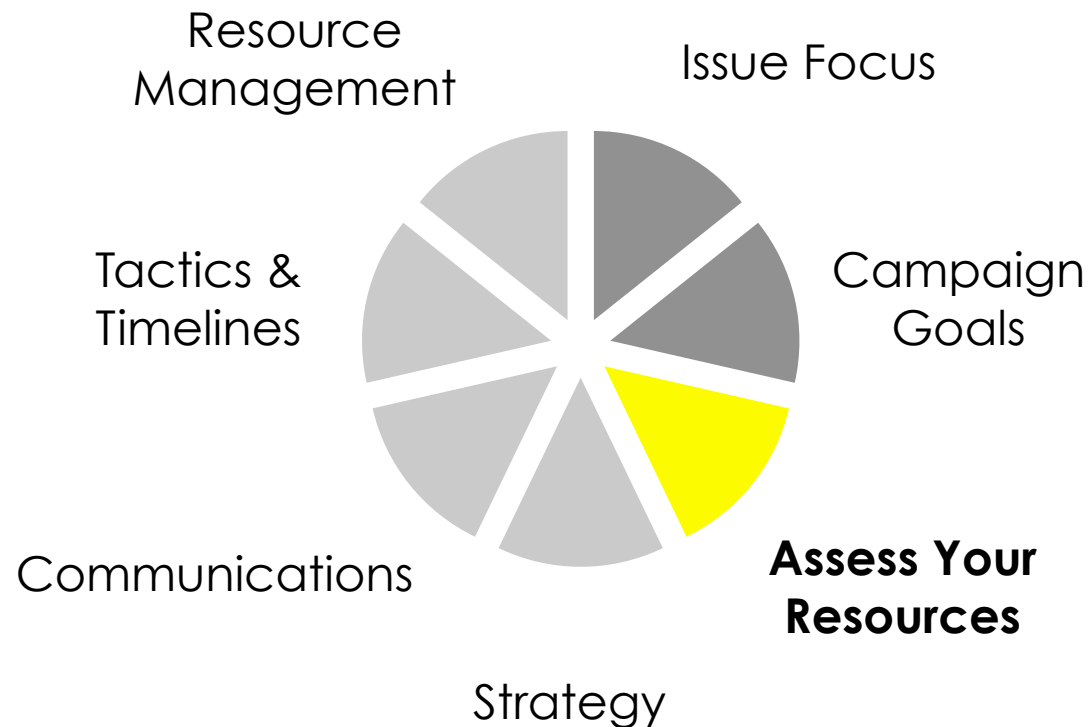


Element 3: Assess Your Resources



Know your:

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**
- **Allies and Opponents**



Element 3: Assess Your Resources



Strengths (internal)	Weaknesses (internal)
Opportunities (external)	Threats (external)

Element 3: Assess Your Resources



<p>Strengths (internal)</p> <ul style="list-style-type: none">• Staff & Volunteers Committed & Experienced• Connections with Legislators	<p>Weaknesses (internal)</p> <ul style="list-style-type: none">• Poor internal communication• Poor database maintenance
<p>Opportunities (external)</p> <ul style="list-style-type: none">• The American Recovery & Reinvestment Act (opportunity to invest \$\$\$)	<p>Threats (external)</p> <ul style="list-style-type: none">• Anti- bike/ped legislators will chair important committees in legislature

Element 4: Strategy & Power Mapping



Determine who has the power to make the change you seek.

How can you influence that decision-maker directly and indirectly?



Strategy & Power Mapping



Primary Targets
(Decision-makers)

Secondary Targets

Public Audiences

Strategy & Power Mapping



Primary Targets

(Decision-makers)

Specific people (name names) who have the power to make the change you seek.

Secondary Targets

People who have influence on the primary target(s).

Public Audiences

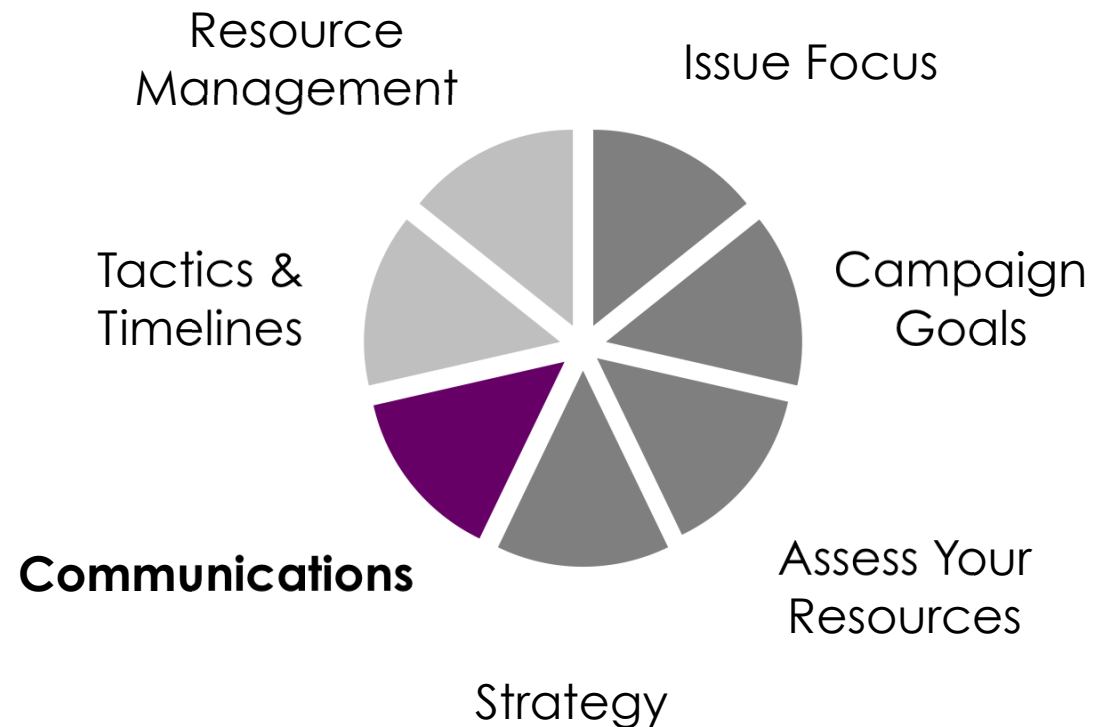
Groups or types of people who have influence on secondary or primary targets.

Element 5: Communications



Effective communication depends on the message, as well as the medium

- **Add a Hook**
- **Rehearse your Stair Speech**
- **Know your Story**
- **Have a Slogan**



Hook → Problem → Solution → What to do about it

Stair Speech

Hook → Connect to Audience

Problem →

Solution →

→ **What to do about it**

Slogan



- **Your message in 10 words or less**
- **Simple & Memorable**



Trails for a Healthy Maine Bond

**Invest in Critical and Under-funded
Trail Infrastructure**

Element 6: Tactics & Timelines



Choosing tactics comes at the *end* of your campaign planning.



Tactics Criteria

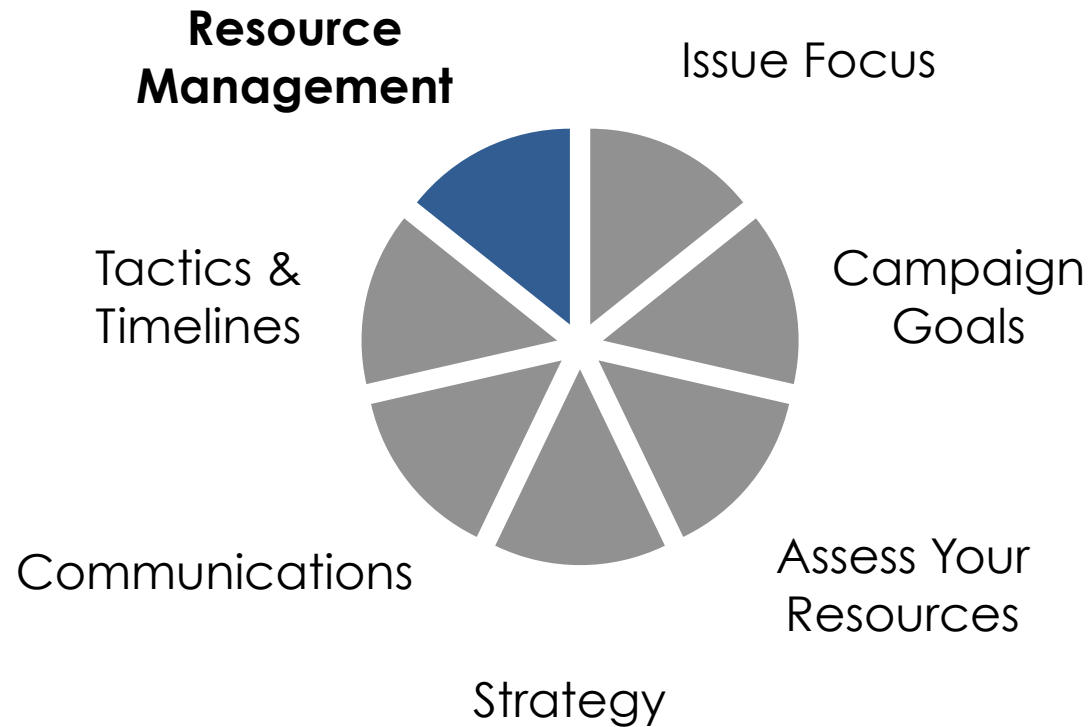
1. Achieves Campaign Goals
2. Will strengthen and unite, not divide or alienate your own “troops.”
3. Addresses a target (primary or secondary)
4. Fun, not too daunting
5. Achievable & Realistic (time, money, etc.)
6. Bonus: surprising to our opponents.

Element 7: Resources

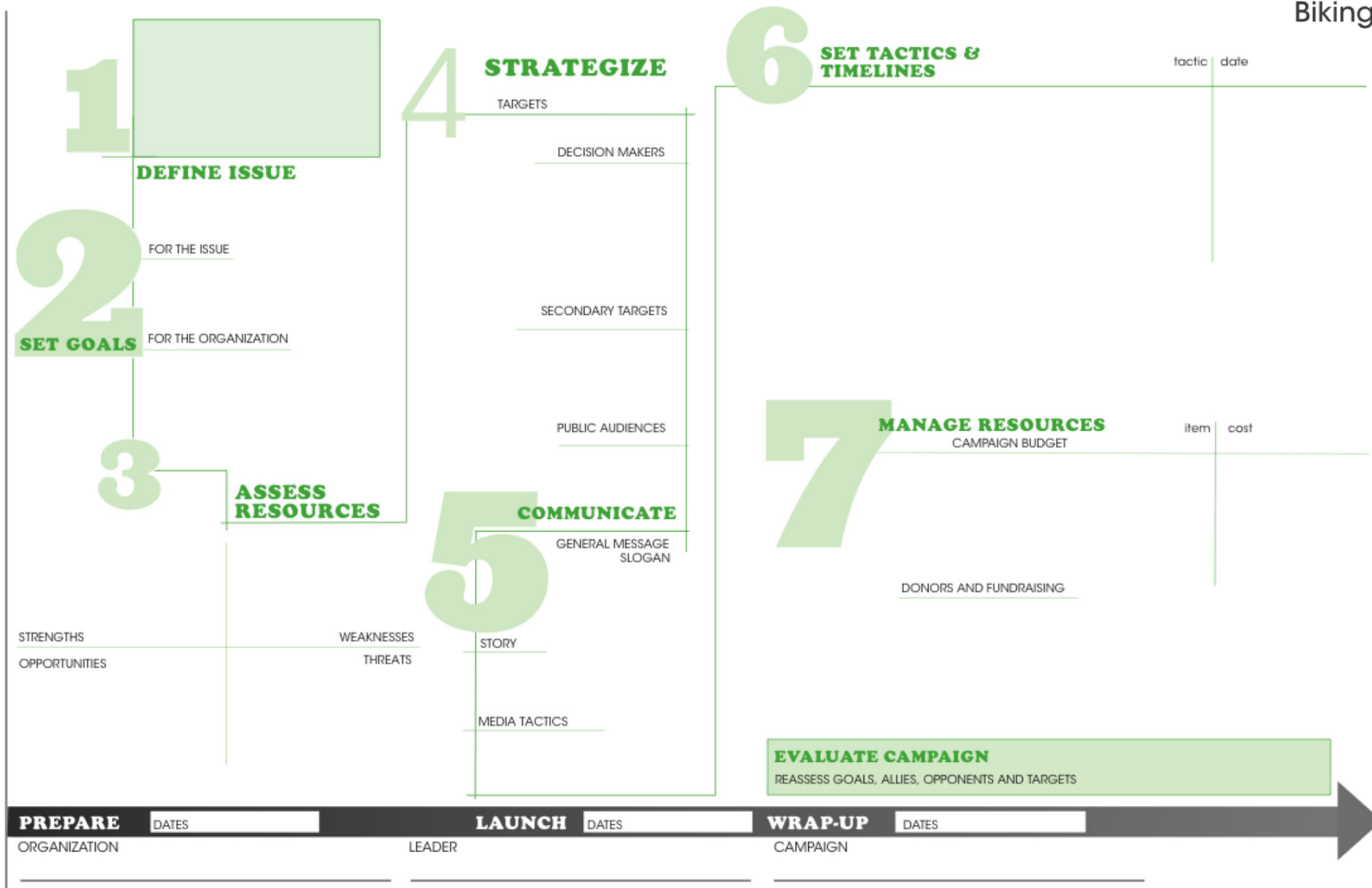


**All campaigns
require and can
acquire money.**

**Have you
estimated the
costs related to
your campaign?**



Campaign Planning Blueprint



Some Campaigns



Equity

City of Lights – Los Angeles County Bicycle Coalition
Sheltered Bike Parking in Hacienda - Community
Cycling Center (Portland, OR)

Complete Streets

Livable Streets Alliance (Tucson, AZ), Atlanta
Bicycle Coalition working in Dekalb County

Safe Routes to School

Marin County Bicycle Coalition (CA), Feet First
Bicycle Alliance of Washington (Seattle WA), San
Francisco Bicycle Coalition, Midland Park, NJ,
Milton VT and many more

Mobility of Differently Abled

Program to Educate All Cyclists (PEAC – Michigan)



Upcoming Trainings



Jan 13-15, 2012: Tucson, AZ

Apr 27-29, 2012: Boston, MA

June 8-10, 2012: Houston, TX

Oct 19-21, 2012: Kansas City, MO



Learn more and register at
www.PeoplePoweredMovement.org/Events



Questions?

Contact Jeremy Grandstaff at:

Jeremy@PeoplePoweredMovement.org

Learn more:

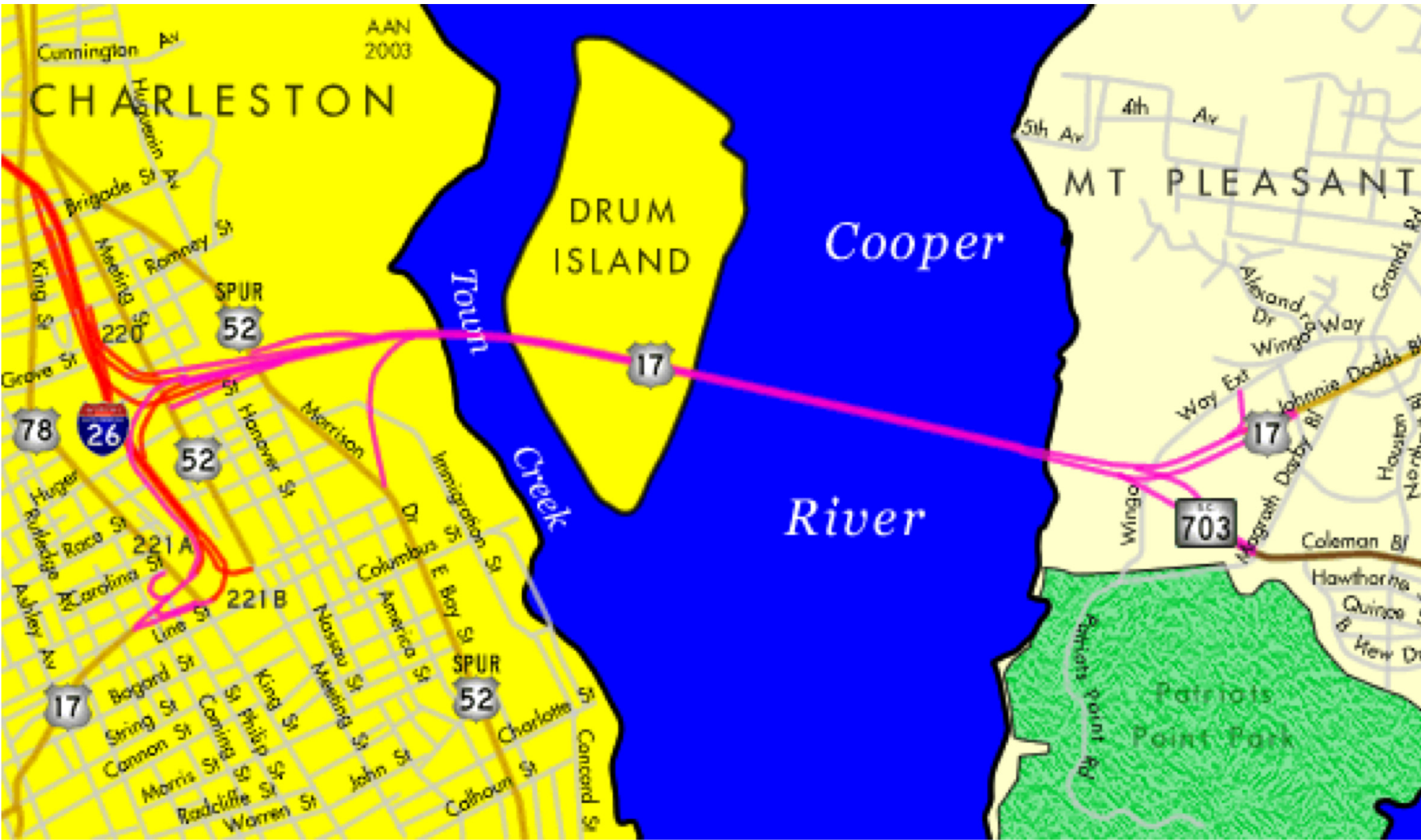
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Winning Campaigns Sponsors



An old bridge that was destined to be replaced.





Advocacy to the Rescue



- **Charleston Bicycle Advocacy Group (CBAG)**
- **Organized broader coalition for bike/ped facilities on the bridge**
- **Participated in over 75 meetings during the next year**

Campaign Slogan



“Can’t wait to bike/walk the new bridge!”

**Campaign included thousands of post cards,
t-shirts, bumper stickers**



Can't wait to **bike** and **WALK** the new **bridge!**



What will it look like? How tall will it be? For years, we could only imagine what a new Cooper River Bridge would be like. Now the design proposals are in, and there are bids that fit the budget that include bicycle and pedestrian access. This is terrific news! The ability to bike, walk and run across the bridge was never important to the Department of Transportation bureaucrats in Columbia. But it's a priority for thousands of people in the Charleston area. Thank you Mayor Riley and Mayor Hallman for paying attention to the overwhelming public support and insisting on a bridge design that will accommodate the future as well as the present.



Paid for by citizens of Charleston and Mount Pleasant, and by the Campaign to Make the New Cooper River Bridge Bikeable and Walkable.



THE BIKE BUNCH

Eva Stratos and her fifth-grade class at Belle Hall Elementary School are shown at left during the 1998-99 school year, when they campaigned for a bike and pedestrian lane on the new Cooper River bridge.



Success!

- East Coast Greenway held their national meeting in Charleston
- Group recognized as advocate of the year
- SCDOT came on board supporting bicycle & pedestrian facilities on the bridge
- Final plans included a 12 foot, two-directional, shared facility





Tactics Criteria

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BICYCLING AND WALKING IN THE UNITED STATES

2012

BENCHMARKING REPORT



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