AMPLIFIER: Choosing & Using Tactics

November 14, 2019

POWER UP

Housekeeping

Power Up Handbook

- You should have received the handbook via email or at www.aclu-wa.org/power-up-handbook.
- If you missed a session, email activism@aclu-wa.org and we will send you the recording.

Power Up Preview

~~**Tuesday, September 17**~~ ~~**5:30-7pm**~~	~~**Laying the Foundation**~~ ~~Welcome, Introduction to the ACLU, Moving from Issues to Action, Root Cause Tree Tool~~
~~**Tuesday, October 1**~~ ~~**5:30-7pm**~~	~~**Understanding Our Role in the Movement**~~ ~~Race Equity & Allyship~~
~~**Tuesday, October 29**~~ ~~**5:30-7:30pm**~~	~~**Building Collective Power**~~ ~~Personal Narrative, Recruiting Volunteers, Building Effective Teams~~
	~~**Designing the Blueprint**~~ ~~Identifying Stakeholders & Targets, Power Mapping, Strategy Chart~~
Thursday, November 14 **5:30-7pm**	**Choosing & Using Tactics** Lawmaker Engagement Tactics
Thursday, November 21 **5:30-7pm**	**Navigating the Legislative Process** Understanding Committees, Bill Process & WA Legislative Website

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Zoom Logistics

- The success of Power Up is built on participation!
  - On the Zoom toolbar, you can raise your hand to be unmuted or type a question or comment in the chat box.
- You will receive a reminder email prior to each webinar session with Zoom log-in information.
- A recording of this call will be sent out later this week.
- If you have any questions about how to use the technology, please email me at rgilchrist@aclu-wa.org.

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Why We Use Pronouns

- We recognize that gender is a spectrum and people might have a different gender identity than the one you perceive them to have. Sharing your pronouns shows respect for everyone's gender identity and creates a more welcoming space for all.

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Community Agreements

1. Observe the “Platinum” rule.
2. Acknowledge intent and address impact.
3. Be present and lean in.
4. Be mindful of technology use.
5. Hear and be heard.
6. Observe the “One mic, one voice” rule.
7. Avoid putting people on blast.
8. Care for yourself and others.
9. Commit to learning.
10. Have fun!

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Agenda

1. Revisit Strategy Chart
2. Meeting with Lawmakers
3. Calling & Writing Lawmakers
4. Public Comment
5. Media Tactics

Revisiting the Strategy Chart

Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders	Targets	Tactics
Long-Term: What you really want **Intermediate:** What you are trying to win now **Short-Term:** Step to the intermediate goal	**What we have:** • People • Time • Space • Skills • Connections • Audience • Funding **What we need:** • New members • Leadership • Organizing skills • Policy or institutional knowledge	**Who cares about the issue?** (Think about your Circle of Influence chart!) **Who are your opponents?** • What will your success cost them? • How will they oppose you? • How strong are they? • What power do they have over the target?	**Primary target:** Person who has the power to give you what you want **Secondary target:** People who have power or influence over your primary target (e.g. donors, voters, employers)	**Actions you will take to move your target to say yes to the short-term goal** **Tactics must:** • Show your power & build your power • Be directed toward the targets • Move you closer to your goals • Make sense to your stakeholders • Be flexible & creative

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What is a tactic?

- The actions you take to influence your targets.
- Tactics should:
  - Show your power to the target while also building the power of your group
  - Be directed toward the primary or secondary targets
  - Move you closer to achieving your goals
  - Be flexible and creative
  - Make sense to your stakeholders
  - Be within reach of your own members so they are willing to participate.

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Meeting with Lawmakers

Lawmaker Meetings

- In-person meetings with your elected officials are one of the best ways to build relationships, share your priorities, and hold lawmakers accountable for their votes and actions.

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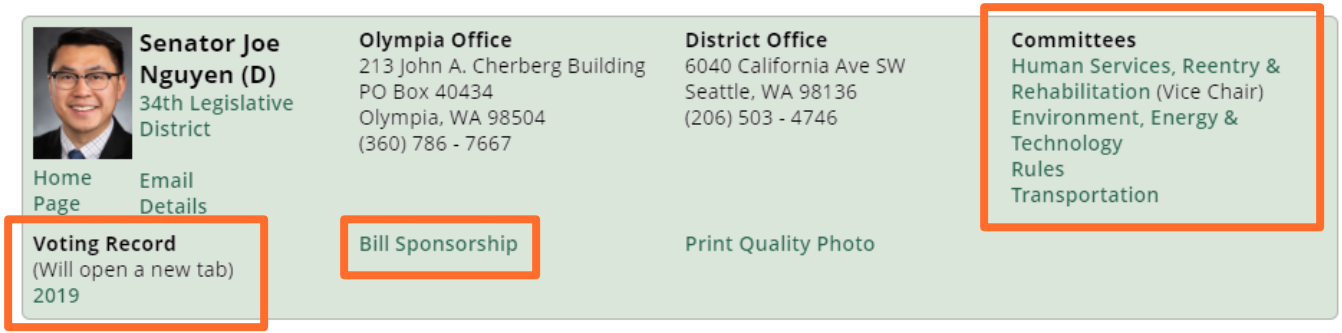
Know Before You Go: Lawmaker Research

- What is the lawmaker's position on the issue you are discussing? What's their voting record like on the issue(s)?
- Does the lawmaker serve on any relevant policy committees or hold a leadership position?
- What are the lawmaker's priority issues? What do they care about?



Senator Joe Nguyen (D)
34th Legislative District

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Olympia, WA 98504
(360) 786 - 7667

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6040 California Ave SW
Seattle, WA 98136
(206) 503 - 4746

Committees
Human Services, Reentry & Rehabilitation (Vice Chair)
Environment, Energy & Technology
Rules
Transportation

Home Page
Email Details

Voting Record
(Will open a new tab)
2019

Bill Sponsorship

Print Quality Photo

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How to Attend a Lawmaker Meeting

Before the meeting:

1. Request your meeting.
   a. Clearly state your interest. Mention a bill number, if you have one.
   b. Understand that you might meet with a staff member.
2. Prepare for your meeting.
3. Decide who will attend the meeting.
4. Agree on talking points.
5. Plan out your meeting.
6. Decide what you want to achieve.

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How to Attend a Lawmaker Meeting

During the meeting:

1. Be prompt and patient.
2. Keep it short and focused.
3. Stick to your talking points.
4. Provide personal and local examples.
5. Saying “I don’t know” can be a smart political move!

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How to Attend a Lawmaker Meeting

After the meeting:

1. Compare notes with everyone in your group.
2. Follow up in a timely fashion. Thank the lawmaker for their time, remind them of what you discussed, and send any materials or information they may have requested.
3. Thank the legislator for positive action.

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Calling & Writing Lawmakers

Calling & Writing Lawmakers

- Letters, postcards, and emails are extremely effective!
- Legislative assistants typically count the number of messages they receive on a given topic or bill, so quantity matters.
- Consider coordinating your calls, emails, and postcards with the legislative calendar so they will be delivered when they have the most impact, such as just before a committee or floor vote.

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Writing to Elected Officials

1. Keep it brief (no more than a few paragraphs). Limit your message to one issue.
2. State who you are and what you want up front. Don't forget to mention that you are a constituent!
3. Hit your three most important points.
4. Personalize your letter. Personal stories make the biggest impact.
5. Personalize your relationship, if you can.
6. Remember: Your opinion matters.

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Calling Elected Officials

1. Find your lawmaker's phone number online or call the Washington State Legislative Center.
2. It's unlikely you will speak directly with your legislator; instead, leave a message with their aide.
3. Like in your letter, be clear and direct about why you are calling. Mention a bill number if applicable and identify yourself as a constituent.

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Public Comment

Public Comment

- There are opportunities at all levels of government to provide public comment on proposed legislation, rules, and appointments.

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Preparing to Testify

- You may only be given two minutes to speak.
- Organize your thoughts about what you want to say. Write out every word and practice! Watch committee hearings on TVW to get a feel for the process.
- Begin your presentation with “Chair [Name] and members of the committee, I am [your name] from [city]. I am here as a constituent. I support/oppose this bill.” Then tell your story:
  1. Tell them a little about yourself.
  2. Tell them why you care about this bill.
  3. Provide your key points – no more than three.
  4. Conclude with thanks and reaffirm your position.

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Testifying at Committee Hearings

- Plan on arriving early, particularly in Olympia.
- Dress neatly and avoid clothing with political slogans.
- Don’t forget to sign in support or opposition of the bill at the electronic kiosk! This becomes part of the public record.
- The committee chair will determine the order in which bills are heard, plus which and in what order speakers are called.
- The committee chair may use a red/yellow/green light to time your testimony.
- Bring written copies for committee members if possible.
- Be prepared to ask questions.

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Other Public Comment Opportunities

- Many agencies and local governing bodies accept written public comment on a proposed rule or ordinance.
- You can also submit comments on state bills through the Washington legislative website:

SB 5497 - 2019-20

Establishing a statewide policy supporting Washington state's economy and immigrants' role in the workplace.

Sponsors: **Wellman, Nguyen, Hasegawa, Kuderer, Frockt, Das, Keiser, Saldaña, Mullet, McCoy, Randall, Cleveland, Hunt, Liias, Conway, Darneille**

Companion Bill: **HB 1815**

Bill Status-at-a-Glance

See **Bill History** for complete details on the bill

As of Wednesday, November 6, 2019 03:28 PM

Current Version:	Current Status:
Engrossed 2nd Substitute - E2SSB 5497	C 440 L 19

Comment on this bill

Get Email Notifications

RSS Notifications

Media Tactics

Letters to the Editor (LTEs)

- LTEs can help achieve advocacy goals because they:
  - Reach a large audience
  - Are often monitored by elected officials
  - Can bring up information not addressed in a news article
  - Create an impression of widespread support for or opposition to an issue

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Letters to the Editor (LTEs)

- Keep it short and on one subject.
- Follow this outline: introduce the topic, state your position, tell your personal story, state a few key facts, and conclude with your call to action.
- Send letters to weekly community newspapers, too.
- Be sure to include your contact information.
- Make reference to the newspaper.
- Email or mail a copy to your campaign target.
- If your letter isn't published within a few days, make some tweaks and submit again.

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Social Media

- Social media is an easy way to generate attention, but it's also hard to keep that attention.
- Tips for maximizing your impact online:
  - Be visual – share a photo or infographic to increase post visibility.
  - Use hashtags strategically. Only use them if they're already trending and keep them as short as possible.
  - Retweet and comment.
  - Pay attention to the social media of elected officials.

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Rallies & Protests

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Rallies & Protests

- Apply public pressure to elected officials or other targets and demonstrate how much support there is for the issue.
- Generate publicity by giving the press a compelling action to cover.
- Energize new activists by giving them a fun and easy way to get involved in your campaign.
- What's the difference between a rally and a protest? A rally often has a speaking program.
- See pages 57-58 for more information about planning a protest or rally.

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Midwest Academy Strategy Chart

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Designing a Tactical Action Plan

Practice: Design a Tactical Action Plan

Use this worksheet to design a tactical action plan for achieving your SMARTIE goal. Refer to page 34 for a refresher on how to craft a goal that is Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable.

Remember! Tactics are the last step in your strategy planning. Before deciding on tactics, you should think through your long- and short-term goals, capacity, stakeholders, and targets. Refer to the strategy chart on page 35.

You especially want to think carefully about whether a given tactic is likely to move a specific primary or secondary target to take the action you desire. Tactics that seem exciting or powerful but don't move a target waste activist time, energy, and resources. Focus on what will matter to your targets.

SMARTIE Goal:				
Tactic 1	Action Steps	Resources Needed	Deadline	Project Owner
	1.			
	2.			
	3.			
Tactic 2	Action Steps	Resources Needed	Deadline	Project Owner
	1.			
	2.			
	3.			
Tactic 3	Action Steps	Resources Needed	Deadline	Project Owner
	1.			
	2.			
	3.			

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Wrap-Up

Upcoming Events: Flights & Rights

Burien: Monday, November 18

Tacoma: Wednesday, December 4

Spokane: Wednesday, December 11

Plus Bremerton & Redmond in January!

Details at www.aclu-wa.org/events

Planned Parenthood Votes Northwest and Hawaii

Next Session: Thursday, November 21

- You will receive an email reminder a day or two before the next call.
- Please note! There will be different call-in information, so make sure you are opening the right email.
- During the next webinar, we will discuss the Washington State legislative process and wrap up our learning.

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For more information:

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Washington
WE THE PEOPLE