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Mapping Advocacy Strategy for Redistricting Campaigns

Presented by:

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Today's Agenda

1. Advocacy 101
2. Redistricting as an Advocacy Issue
3. Determining S.M.A.R.T. Goals
4. Stakeholder Mapping and Power Analysis
5. Partners and Allies
6. Engagement Tactics
7. Evaluating Results



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What is Advocacy?

Advocacy is the act of supporting, defending, or arguing for a specific cause or issue.

The purpose of advocacy is to create change.



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Advocacy Issues & Campaigns

1. Real, Quantifiable Advocacy Issue
2. Thoughtful, Viable Solutions (Win)
3. Goal(s)
4. Advocacy Strategy & Tactical Plan
5. Create a Public Case to Make it an "IT" (Messaging)
6. Measures of Success(es)



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Campaign #1



Over 100,000 Farmworkers
in New York Do Not Have
Basic Labor Protections
Such As Overtime Pay
or Day Off.

THIS MUST CHANGE.

**SUPPORT [S2837 / A2750]
THE FARMWORKER FAIR LABOR
PRACTICES ACT**

[READ OPEN LETTER ▶](#)



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Campaign #2



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Campaign #3

WHAT'S INSIDE THE TOOLKIT 2021



- Page 1: [Introduction](#)
- Page 3: [Hispanic Federation UNIDOS Principles for a Just Recovery for Puerto Rico](#)
- Page 5: [Be Loud - Use Social Media!](#)
- Page 8: [Policy Aids: How the Federal Government and Congress Can and Must Help Puerto Rico](#)
- Page 14: [Legislation We Support to Help Puerto Rico Move Forward](#)

INTRODUCTION

Four years ago, we could not have imagined the devastation and marginalization that our beloved Puerto Rico would endure. Hurricanes in the Caribbean are nothing new, but Hurricane Maria's deadly — super-powered by the realities of climate change — exposed the vulnerable reality of an island with a decaying energy infrastructure, a weak social safety net, an unequal relationship with the United States, and a profound financial crisis.

Take Action for Puerto Rico! continues to bring together people and organizations to raise awareness, stimulate collaboration, and take action around critical issues for Puerto Rico's recovery: empowered citizenship, ending disparities in social safety net programs, ensuring federal aid under the Biden Administration continues to flow, and economic redevelopment. Seizing this moment to help, and the goal of the **Take Action for Puerto Rico!** campaign is to productively channel our energy to achieve maximum impact for Puerto Ricans living on the island and for those displaced by natural and human-caused disasters.

Take Action for Puerto Rico! kicks off as we reach the four-year mark of Hurricane Maria on September 20th and continues until significant parity for Puerto Rico is achieved. The **Take Action for Puerto Rico!** Toolkit has the information and materials that you need to be an effective agent of change for Puerto Rico.

Choose the areas that speak to you, about which you are the most passionate, and deliver the message that Puerto Rico deserves better:

- **Health Care Equity:** Puerto Rico receives far less funding for federal health care programs than other U.S. jurisdictions. Specifically, the federal share for Medicaid is artificially capped at a much lower rate than states, and Puerto Rican Medicaid recipients are excluded from the low-income prescription drug subsidy for seniors. Puerto Rico faces a drop in federal Medicaid funding this year when a temporary federal funding boost is set to expire. In addition, the people of Puerto Rico are excluded from receiving Social Supplemental Income benefits (SSI) available to elderly, disabled, and blind Americans in all 50 states and the District of Columbia.



TELL CONGRESS

TO STOP DISCRIMINATING AGAINST
PUERTO RICANS #TAKEACTION4PR



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Redistricting & Advocacy

Every ten years, after a federal census, districts maps for state Houses and Senates and Congressional (U.S. House of Representatives) are redrawn.

The process of redrawing voting district lines reflects population changes. The process is a bipartisan effort and may vary from state to state. Some states establish independent redistricting commissions while other redistrict by bipartisan legislative commissions.

A consequence of these processes is **gerrymandering**.

The term gerrymandering refers to the practice of dividing a geographic area into representative districts in a way that gives political advantage to one party or group in an election.

Consequences of gerrymandering are:

- Many districts are no longer competitive
- There's a dilution of power and access
- A growing number of candidates run unopposed
- Voters feel their votes don't count.
- Gerrymandering is done equally by both major political parties.



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What are Advocacy Goals?

A crucial and key component to an organization or a campaign's success is the ability to identify and develop clear, focused and measurable goals and to create a strategy and tactical plan that drive toward these goals.

Therefore, in our work we insist that your goals always be:

1. Focused
2. Clear
3. Measurable-such that everyone in the organization or campaign can readily communicate, prioritize, and operationalize them.



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S.M.A.R.T. Goals

Specific (Is it clear and concise, or vague and confusing?)

Measurable (Will you know when it's accomplished?)

Attainable (Is it possible to achieve?)

Relevant (Is it important to you?)

Timely (Does it have a deadline?)



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Map Your Advocacy Impact Strategy

Answers to these simple questions will provide an effective 10-PART PLAN to help you achieve important policy changes and accountability.

What is your advocacy issue?

This is the first, and most critical, stage of the process. Your issue should be specific and clear, align with your organization's mission, and be realistically addressed through advocacy within five years. You'll also need evidence about why your issue is a problem.

What is your advocacy goal?

This is your policy solution to the issue—or what you'd like a policymaker to do to address it. Describe the change you would want to see, how that change will happen, the timeframe, and which institution needs to act to make it happen.

Who are the decision-makers & influencers?

Identify the specific decision-makers who have the power to give you what you want and the influencers who can persuade them to act. These are the individuals who can say yes or no to your goal, so be specific.

What are their interests?

Try to understand your issue from each of your decision-makers' perspectives. Consider their level of awareness and current feelings about the issue and identify what might motivate them to be supportive. The most effective strategy will meet your decision-makers where they are and move them toward your point of view.

What opposition & obstacles exist?

It's important to understand who may resist or oppose your goal in order to design tactics and messages to reduce their influence on key decision-makers. Also, identify obstacles—like competing priorities, political controversy, or insufficient resources—that might hinder progress.



What are your advocacy assets & gaps?

Your assets are the skills, expertise, and resources you have to conduct advocacy activities. Conduct a thorough inventory of your assets, as well as anything you're missing to get the job done.

Who are the key partners?

Be strategic about the partners you choose and how you partner with them. Good partners bring new constituents to an issue, demonstrate wide-scale support, improve your ability to reach and persuade a wider set of decision-makers, help mitigate opposition, and yield additional expertise, skills, and resources.

What are your tactics?

Be selective about your advocacy tactics. The best activities are the ones most likely to have an immediate and direct impact on your target decision-makers or key influencers. When designing your tactics, consider whether they address your decision-maker's interests, help lessen the influence of any opposing groups, and align with your advocacy assets.

What are the most powerful messages?

Use what you know about your decision-makers' interests to develop a compelling message about your advocacy goal. Your message should briefly introduce the issue, connect it to your decision-makers' interest, address the solution, and end with a clear "ask." It is important to also identify people who can deliver that message most effectively.

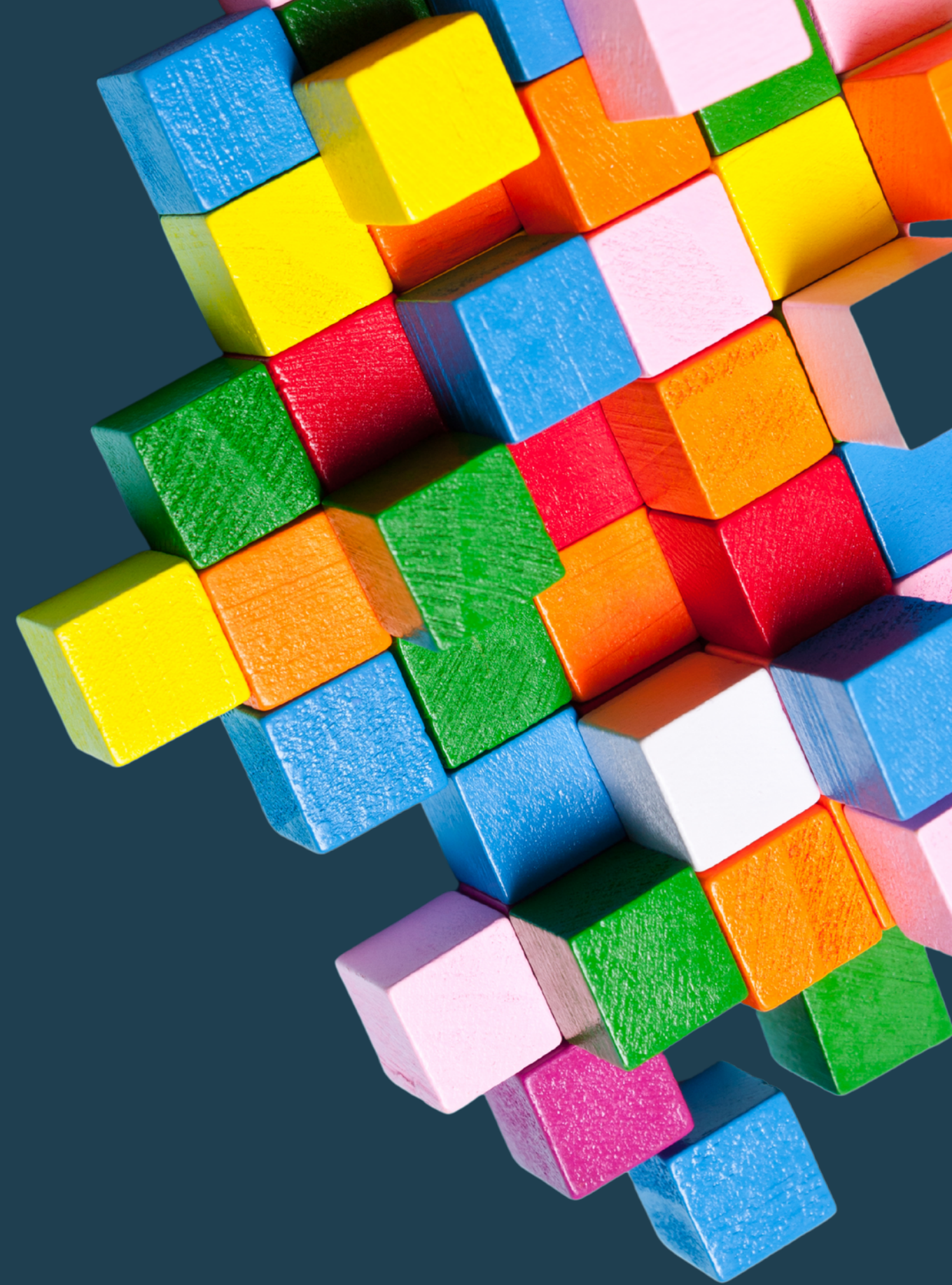
How will you measure success?

Policy change can take time, so don't just focus on the end point of your goal. Develop measurement benchmarks along the way so you'll know you're making progress and to help you refine your advocacy strategy as needed.

Power Analysis

Step By Step of Power Analysis

1. Define the conditions, struggle or issue impacting your constituency
2. Define your goal and the opposition's goals
3. Identify the major battles and campaigns
4. Identify major decision-makers
5. Identify opponents
6. Identify allies and supporters
7. Identify unorganized constituencies
8. Analysis and application



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Stakeholder Mapping



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- You must have a very refined sense of who you are talking to and who your target audience is.
- Who are the specific people and institutions you need to move who can help you achieve your stated goals? This includes Key Players, Power-holders, and competitors.
- What messages are most important to communicate? Develop clear attention getting advocacy messages.
- Tie messages directly to issues you've identified, channeling the crisis for different players.
- Keep messaging uniform across platforms.



Allies and Partners

- Reaching different audiences requires crafting and framing a set of messages that will be persuasive.
- Who are the most credible messengers for different audiences?
- We need to engage the “authentic” voices, those who can speak from shared or personal experiences.
- Who are these partners/allies?
- What do we need to do to equip these messengers both in terms of information to increase the number of advocates and capacity for areas of collaboration needed?



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Engagement Tactics

Build evidence on what needs to change and inform how that change can happen: Research, White papers, Case Studies, Fact Sheets, Infographics, storytelling, presentations, Briefs and Reports.

Public campaigning to raise awareness about important issues and give voice to those directly impacted: Town Halls, Education Forums, community Teach-ins, call-in days (“Contact Your Legislators”), Radio/TV/print News Interviews, op-eds, social media campaigns (Twitter Storms, FB Live, Thunder Clap).

Influence those in power at the local, state or national level to take action, providing leadership on systemic and institutional change: Petition/pass a resolution in favor of fair redistricting, Sign-on letters, testify at hearings (oral and written testimony), press conference, advocacy days, rallies, and summits.



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Homework

- Complete the Stakeholder Mapping worksheet
- Complete the Advocacy Campaign Worksheet



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