WEBINAR

Building an Effective Advocacy Campaign

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TYPES OF CAMPAIGNS

• Public Bodies/Government
  • Appropriations and Budget
  • Legislative
  • Administrative
• Private Targets
• Long-Term/Multi Year
• Short-Term
Housing Action Illinois

- Securing $130 million for affordable housing in 2009 state capital budget.
- Servicer Accountability Initiative (2009-2010) to get mortgage servicers to better respond to homeowners facing foreclosure in an accurate and timely manner and provide more and better loan modifications.
- Restoration of a 52% cut, equaling $4.7 million, to the Emergency and Transitional Housing Program in the fiscal year 2012 state budget.
- Passage of state version of federal Protecting Tenants in Foreclosure Act in 2013.
- Advocating for provisions affirmatively furthering fair housing in 2015 State of Illinois Qualified Allocation Plan (QAP) for Low Income Housing Tax Credit program (ongoing).
Minnesota Examples

- $100 million for housing in state’s bonding bill (2014)
- Eliminating time limits on education for moms and dads on public assistance (2014)
- 24% increase in housing funding; 42% increase in homeless funding (2013)
- Increased welfare cash grant by $110/month “housing allowance” (2013)
- Repealed “Family Cap” on public assistance (2013)
- $37 million for housing in state’s bonding bill (2012) – previous average ranged from $0 - $8 million
Can you build a coalition to work on these goals?

Does working on these goals build movement strength?

Is the goal big enough to challenge and inspire?

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GO, FIGHT, WIN!

Develop a case (research, fact sheets) → Build a coalition (grassroots and grasstops) → Develop action plans for each team
CAMPAIGN PLAN BASICS
Build evaluation into your plan

Outreach
Number of engaged participants, percent of regions engaged, endorsements, petitions signed

Public Policy
Policies changed or introduced, level of support, appetite for issue

Communications
Social media, news coverage, public opinion, media reach

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POWER MAPPING EXERCISE
Who are the primary and secondary change-drivers?

Power

Access/Influence

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CAMPAIGN PLAN : COMMUNICATIONS
Tailor to Your Audience

• How do they prefer to get their information?
  Ex: Fact sheets, experts, constituents, trusted allies, concrete examples, broad theories

• How do they prefer to make decisions?
  Ex: Head (objectively) or heart (personal or group values)?
CAMPAIGN PLAN : COMMUNICATIONS

Understand Frames

• Frameworks Institute
• Spitfire Strategies
• *Don’t Think of an Elephant by George Lakoff*
  • If a lens doesn’t work with your issue, it’s time to reframe the issue
  • Don’t reinforce a frame that doesn’t work
  • Reframe by changing your words, your attitude, and narrative
CAMPAIGN PLAN : COMMUNICATIONS

Keep it Simple

- Avoid the “curse of knowledge”

- Made to Stick by Chip and Dan Heath – SUCCESS
  - Simple
  - Unexpected
  - Concrete
  - Credible
  - Emotional
  - Stories

Make it simple, but significant.

– Don Draper

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Homes for All supports $100 million in bonds for housing.

Housing is the foundation for stable families, strong communities, and a competitive state.

In the last decade Utah quietly decreased homelessness by 78%. Lawmakers knew it was a dollars and cents issue: investing in housing is cost effective.

A Winning Message for Minnesota Lawmakers

- We lead with the most important information
- Housing is framed as a common-sense community issue.
- It’s accompanied by an unexpected story
CAMPAIGN PLAN : COMMUNICATIONS
Make Media Work for You

• Traditional Media
  • Have coffee with reporters who cover your issue
  • Send news statements

• Social Media
  • Use Twitter – be respectful, credible, and timely

• Build an Echo Chamber
  • Stay on message, bring in new and unexpected messengers
Use your campaign goal to guide communications activities.

- Craft and test your message.
- Share the message with allies to create an echo chamber.
- Build relationships with reporters, editorial boards.
- Use reports, anniversaries, ground-breakings, and ribbon cuttings for media opportunities. Link to campaign goal.
- Stick to your message. Freshen it with new facts, stories, and messengers.
WORKING IN COALITION

• Obvious allies
  • Make it easy to join
  • Focus on areas of agreement
  • Identify & utilize strengths
  • $1 + 1 > 2$

• Unlikely allies or community partners
  • Identify self-interest
  • Make them look good
  • Utilize their knowledge & connections

• Move forward respectfully
• The Lobbying and Advocacy Handbook for Nonprofit Organizations by Marcia Avner

• Advocacy Progress Planner (Julia Coffman, Center for Evaluation Innovation)

• Advocacy Capacity Tool (Sue Hoeschstetter, Alliance for Justice)

• What Makes an Effective Coalition? (California Endowment, March 2011)
STAY IN TOUCH

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