

Power Prism®

Campaign Planning and Fundraising



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Campaign Planning



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TODAY'S OBJECTIVES

Power Prism[®] framework – spotlight on Campaign Planning

- Introduce the Power Prism[®] as a tool to move advocacy campaigns and your mission forward
- In-depth discussion of the **Campaign Planning and Fundraising** process using the Power Prism[®] as a guide



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What You Will Take Away



- An understanding of the Campaign Planning process using the Power Prism®
- Knowledge of steps to take when conducting Campaign Planning, including:
 - Assessing skills needed for Campaign Management
 - Asking the 3 Key Questions in partnership with the community
 - Utilizing the Power Prism® as a guide for Campaign Planning
 - Incorporating Campaign Planning tools
- Ways to get support in the Campaign Planning process
- Recognition that a Campaign Plan will change!

Campaign Management

When campaign management is done well, it's a lot like being a symphony conductor.



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A good campaign manager understands that her role is to find a way to have all the campaign players perform to the best of their abilities in ways that are harmonious, coordinated and transparent to each other.



Interdependence in Planning

- The Power Prism® is an effective tool for campaign planning because a good campaign requires proficiency in all six power tool areas.
- We see the interdependency of these power tools AND the people that are a part of this work. None can do it without the others.
- With this interdependency comes respect, leadership development, and power.



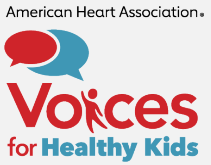
Effective Campaign Manager Qualities

Great campaign managers and planners generally are:

- Able to deal with a reasonable level of uncertainty
- Creative problem solvers that tend to not take no for an answer
- Fast workers that thrive in chaos
- Steady and not intimidated by conflict
- Willing to ask for help and comfortable with not having all the answers themselves
- Believers in the idea that getting something done well is sometimes better than getting it done perfectly – because it gets DONE

Hiring the right person is a critical part of the campaign plan!

Hiring a Campaign Manager



- If someone already on the team is taking on the Campaign Manager position, it is critical to take some current responsibilities off their plate. Campaign management is a full-time job!
- Campaign Manager Job Description tool can be a useful starting point for a hire, or for identifying a team member with the necessary skills.
- Include community members in the hiring process to make clear that the Campaign Manager is expected to have a good and respectful relationship with the community.

The 3 Key Questions

Everything (every day) you do as an advocate should be informed and guided by your answers to the 3 key questions



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The 3 Key Questions

What do you want?

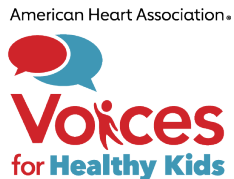
What is the policy change you are seeking to address your issue?

Why do you want it?

What data/people make a case for that policy change?

Who has the power to give it to you?

Which specific decision-makers have the power to make that change?



Community-Informed Answers Are Critical

- “What do you want?” should be a conversation with members of the community most impacted by conditions we are seeking to change.
- Without community input, we are missing essential campaign information and falling short on equity – in leadership and outcomes.
- Need to ask: What do you need or want? Why? What has worked in the past? Where do you see barriers to our approach or blind spots?
- And then respond – and try to develop policy approaches with the community that meets their needs.



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Example: Sugar Sweetened Beverages Tax?



Identify Key Decision-Makers



3rd Key Question: Who has the power to give it to you?

- Which **specific decision-makers** have the power to make that change?
- What motivates these key decision-makers? What are the most pressing issues for communities they serve?
- How – and which organizations – will help you access and influence these decision-makers?

Campaign Planning Using the Power Prism[®]

Good campaign planning is something that must happen every day -
not just at the beginning of a campaign.



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Campaign Plans Will Change

Campaign plans are not set in stone. They will change as the context around them changes. Be ready to adapt your plans to the changes that will inevitably occur!





The Power Prism[®]

Campaign Planning
using the 6 Power Tools

Big Picture Campaign Planning Questions

1. What is the specific problem you want to solve?
2. Why do you want it? What data illustrates the problem and defends your solution (campaign issue)?
3. **Who has the power to give it to you? Remember to be specific and name individuals, not decision-making bodies.**
4. Who are your current coalition partners who will work on this campaign? Who are the organizations that might be recruited as coalition partners because they care about this campaign?
5. Of those partners, which have grassroots members who will work on this campaign?
6. Who is your opposition? Who loses – or perceives they lose – if you win?
7. What are the processes and timelines for influencing decision-makers?



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This is a sample campaign plan for a statewide legislative campaign. Please tailor to your own campaign's location and details.

Policy Advocacy Objective: (1st key question: What do you want?)

State your policy objective here: *This should be a product of conversations with members of the community most impacted by conditions we are seeking to change*

Research & Policy Development Activities	Person(s) responsible	Due date	Outcome
<i>(2nd key question: Why do you want it?)</i> Assemble the key data you will need to explain why this legislation is important and how your policy intervention will help solve that problem. Make sure the data you rely on is current, that it is racially and ethnically inclusive, and that it is vetted by your lead coalition organizations.			
Research the process for filing legislation in your state including key dates/deadlines, rules on sponsorship and co-sponsorship, and drafting legislation.			
Research which committee your bill would likely be assigned to first and if there is any way to influence that assignment to get it sent to a committee that is already friendly to your organization and/or issue, if you know or are able to find out.			
<i>(3rd key question: Who has the power to give it to you?)</i> Determine which lawmakers are the MOST critical to influence in order for you to have success. These key decision-makers often include leadership, such as the house speaker, senate president, chairs of the committee with jurisdiction over your bill, and house and senate majority leaders in some states. Ask a lobbyist from your organization or a partner organization to help you decide on a very small number of key decision-makers for you to prioritize.			
Conduct Pathways of Influence research on this small number of key decision-makers. Knowing their motivations can help you connect your bill to their interests.			
Research the history of structural racism and health inequity in the community most impacted by the policy change you are seeking. Having a sense of this history allows community organizers, campaign managers, and coalition partners to reach out to community members from a place of respect and curiosity.			

Fundraising & Development

Advocacy campaigns can be ways to convert donors into advocates, and advocates into donors



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Questions to ask on Fundraising & Development

Do you have 2 budgets - bare bones, and fantasy?

Do you have a list of past, current and prospective funders to approach and share a well researched proposal?

How do you value and stimulate in-kind contributions?

Building Power Through Your Fundraising

Can you engage your financial supporters in advocacy-related relationship building for this campaign?

AND

Can you leverage this advocacy campaign to raise money for your organization?



Engage Financial Supporters in Advocacy

- Every donor should be asked to be an advocate
- Advocacy campaigns can be a “selling point” for donors
- Ask donors whether they have relationships with key decision-makers or those around them

Leverage Your Campaign to Raise Money

- Every advocate should be asked to be a donor
- Like capital campaigns, advocacy campaigns are attractive because they result in something permanent.
- Advocates are donating to something they can see strengthening mission and their community.
- Find local companies, foundations, individuals that actively support equity, racial justice – and invite their support.



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Power Building for YOUR Campaign

Decision-Maker Advocacy Power Tool



Does this campaign event create a need or an opportunity to enlist your financial supporters as advocates?



Could this event be used to raise money for the cause?



Should you inform funders for any other reason?

THANK YOU
