



DEMOCRACY LEADERS

TRAINING SERIES

Legislative Campaign Guide



Overview

This workbook is a comprehensive resource for any campaign staffer preparing and working on a legislative campaign. These resources are designed to guide you through an entire legislative campaign from preparation to implementation to evaluation. Part 1 focuses on the research and the background information needed to develop a winning strategy and pathway to victory. Part 2 guides the user through implementation that centers on activity within state legislatures, while part 3 includes external efforts to influence legislators. Finally, part 4 provides an evaluation tool, useful to plan next steps, no matter the results.

This workbook is designed to equip campaign leaders with the knowledge and skills needed to win campaigns in state legislatures, and was created as part of the Democracy Reformers Campaign Staffers Training series. The training series not only walks attendees through the resources, but provides additional content as well as opportunities to explore the materials with peers, enhancing and reinforcing skills and knowledge learned while developing and participating in a community of learning. *Created in the Spring of 2023*



Who Is It For

This toolkit will benefit:

- Campaign staffers of organizations and campaigns currently working on pro-democracy legislation in their state legislatures.
- Campaign staffers of organizations and campaigns preparing for pro-democracy legislation in their state legislatures.
- Campaign staffers of organizations and campaigns trying to determine the viability of a pro-democracy legislative campaign.

The audience for this workbook includes:

- Team members working on a legislative campaign but who are not directing the entire campaign.
- First time participants in a legislative campaign.
- Experienced legislative campaigners who want to fill in knowledge gaps and/or reinforce skills to improve chances for success.



Key Learnings

Chapter 1: How does the legislative process work?

- Learn the basic state legislative process.
- Understand that each state's legislative process is different.
- Discover how to research your own state's legislative process.
- Study a method to track legislation.

Chapter 2: How do you analyze the political landscape?

- Research your state legislature, including party composition, timeline, leadership, committees, and history of pro-democracy legislation.
- Evaluate members of the likely committee to be assigned your legislation.
- Determine legislative targets.
- Use power mapping to determine tactics to sway your legislative targets.



Chapter 3: How do you develop a strategy that considers the political landscape and legislative timeline?

- Combine the research on your state legislature, political landscape and power map to complete a picture of your pending campaign.
- In thinking about legislative dates and key moments, develop your pathway to victory, including both inside strategy and external pressure.

Chapter 4: How do you work with legislators effectively?

- Determine the best legislator to sponsor your legislation.
- Create your plan to get the legislative sponsor on board.
- Develop your plan to get the votes you need.
- Prepare to neutralize your opposition.
- Identify best practices for working with legislators.

Chapter 5: How do you develop partnerships and coalitions?

- Determine possible partners for your campaign.
- Build your outreach timeline, prioritizing the most critical partnerships.
- Track your partner relationships.

Key Learnings (cont.)

Chapter 6: How do you communicate about your bill/proposed piece of legislation?

- Use a message triangle and a message box to determine your campaign message.
- Use your power map to identify your audience.
- Craft messages and identify messengers that could influence your targeted legislators.
- Create a communications plan, including tactics and a timeline that considers key dates.

Chapter 7: How do you raise money for your campaign?

- Set fundraising goals.
- Develop and execute a fundraising plan that includes audiences, channels and communications strategy.
- Evaluate your fundraising plan and report findings.

Chapter 8: How do you organize volunteers for a legislative campaign?

- Create a volunteer engagement plan.
- Recruit volunteers for your campaign based on key legislative dates and events.
- Determine which volunteer activities are the best tactics to move your key legislators.
- Understand why letter to the editor-writing is an effective tactic, and learn how to train others to write them.
- Plan and execute a successful lobby day .

Chapter 9: How do you evaluate a legislative campaign?

- Determine if your pre-planning and preparation was sufficient.
- Summarize your activities and outcomes on your legislative campaign.
- Evaluate key components, such as your sponsor, targets, opposition, partners, communications, fundraising, and organizing.
- Describe the outcome and next steps.

