

OPPOSITION PLAN

Preparation: As with any other type of campaign, it is likely that you will experience opposition from a variety of sources, including legislators, constituent groups, organizations, and even party leadership.

SOME IDEAS ON HOW TO COMBAT OPPOSITION FROM LEGISLATORS:

- Identify the legislators who might be opposed to your legislation, especially in committee
- Work with your primary sponsor on ways to amend the bill that will lessen opposition without compromising the integrity of the bill. If working with a coalition, make sure that all parties involved agree.
 - » For example - keeping the content of the legislation while compromising on an implementation date
- Set up a meeting with that legislator
 - » The meeting should include the person who knows and understands the topic of the legislation the best
 - » Be ready to address concerns
- Brainstorm other ways to neutralize opponents

PREPARATION:

Possible concerns legislators have regarding your legislation:	
Response to those arguments:	
Aspects of the legislation that you are willing to compromise and by how much:	
Aspects of the legislation that you are not willing to compromise on:	



SOME IDEAS ON HOW TO COMBAT OPPOSITION IN GENERAL:

- Brainstorm who would make up the likely opposition
 - » Research past legislation that had been previously introduced similar to yours to find out the opposition then and the actions taken
 - » Learn about their concerns to determine if there are ways to amend the bill that will lessen opposition without compromising the integrity of the bill. If there is no resolution possible continue with other methods to overcome the opposition.
- Reach out to past campaign staff and funders to find out what they did in the past to combat opposition
- Prepare for likely messages your opposition will use to describe your legislation
- Find messengers who would be most effective against your opposition
- Get endorsements from people and organizations that would neutralize opposition
- Brainstorm other ways to neutralize opponent voices

MAKE A PLAN:

Who makes up the opposition?	
Strategy to neutralize person #1	
Strategy to neutralize person #2	
Strategy to neutralize person #3	
Strategy to neutralize person #4	
Strategy to neutralize person #5	

WHAT OPPOSITION MIGHT DO TO UNDERMINE YOUR CAMPAIGN:

- Run paid communication
- Lobby the legislature
- Water down the legislation
- Run a complete opposition campaign

