

## Determining the right strategy for your advocacy campaign

<p><b>If your research</b> (precinct analysis, survey results, community profile, other) <b>shows.</b></p> <p>..</p>	<p><b>Then...</b></p>
<p>You have a comfortable margin of at least 15% (preferably 20%) “yes” over the majority you need to win and that majority holds in at least <math>\frac{3}{4}</math> of your precincts and with your most frequent voters as shown in your survey crosstabs...</p>	<p>You may be able to win by using traditional methods for turning out all voters.</p>
<p>You have a narrow margin for winning ... (less than 60% yes)</p>	<p>You will need to use a method that concentrates on finding “yes” voters, motivates them, and gets them to vote. You will need to be very careful to avoid calling out “no” voters to vote. Some methods of finding your “yes” voters are:</p> <ul style="list-style-type: none"> <li>• identifying by name the “yes” voters you need to win plus 35-50% more.</li> <li>• sending your identified “yes” voters at least two targeted communications based on your research about that group.</li> <li>• calling to remind them to vote.</li> <li>• poll watching with follow-up reminders to make sure they send in their ballots.</li> </ul>
<p>Some parts of your district are very positive and some are very negative .</p> <p>..</p>	<p>You may be able to win by calling out all voters in the very positive part(s) of town. If your computations do not show you can get at least 35-50% more “yes” voters than you need by using this method, you will need to actually find the “yes” voters in the negative parts of town and make sure they vote.</p>
<p>Some groups (age, gender, parent/non-parent, etc.) are very positive and others are not ...</p>	<p>You may be able to sort out the positive groups from the rest of your data and concentrate on turning out the positive groups to vote. If that does not ensure enough “yes” votes to win, you will need to use the “voter identification” method mentioned above to find enough other “yes” voters</p>

	and get them to vote. You will want to limit your campaign to very targeted activities that focus on your “yes” voters.
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**Determining the right strategy. What’s your competition?**

<b>Your situation is . . .</b>	<b>Then . . .</b>
The school issue is the only finance measure on the ballot and there are no candidates on the ballot who might bring out a negative vote for schools . . .	If your research shows a comfortable margin for winning, your committee may be able to conduct a traditional, “call out everyone” campaign. If that is not the case, you can concentrate your efforts on building a campaign that identifies “yes” voters and gets them to the polls without worrying about side issues.
This is a general election with several issues and/or candidates on the ballot . . .	You will probably have to mount an all-out public information campaign and carefully plan your advocacy campaign to find the voters who are positive for your issue. You will need to make an effort to get them to vote, and if they do vote, you also need to make sure they find your issue on a crowded ballot.
There are a lot of competing money measures on the ballot (cities, library, emergency services and others) . . .	You will need to make sure you identify your supporters through asking the right questions in a survey or through other methods to make sure your issue is their number one priority. They must understand the importance of your issue and vote on it.
There are controversial initiatives on the ballot, or a hotly contested race, that will bring out negative voters . . .	You will need to work hard to identify the supporters of your measure, especially those who do not usually vote, and get them to return their ballots.