



Power Prism® 101

Lori Fresina & Diane Pickles
Monday, November 17, 2014

Welcome & Introductions

Objectives

Training goals and flow

Keeping it legal –

Lobbying vs. Advocacy

What is Direct Lobbying?

Direct Lobbying has Three Elements:

1. A communication directly with legislator or staff
2. On specific legislation
3. That reflects the organization's view on the legislation

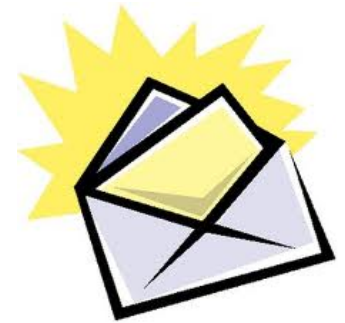
What is Direct Lobbying?

1. **A Communication Directly with Legislators or Staff**

- Face-to-face meeting with legislator or staff
- Also certain executive branch officials/staff



Letter



Email

Phone Call



What is Direct Lobbying?

2. On Specific Legislation

- Bills that have been introduced
- Specific legislative proposals not yet introduced
- Appropriation bills
- Ballot measures*
- Treaties
 - From the time the U.S. starts negotiating its position with other parties to the treaty
- Confirmations and nominations to Senate-confirmable posts

What is Direct Lobbying?

3. Reflecting the Organization's Viewpoint

- Rare that a communication from an advocacy group to a lawmaker will hide the organization's viewpoint
- But it's possible, if the organization is providing truly neutral, objective information

What is Grassroots Lobbying?

Grassroots Lobbying has Four Elements

1. A communication
2. To the public
3. Includes tweets, advertisements and speeches
 - * On specific legislation
 - * That reflects the organization's view on the legislation, and
4. Includes a call to action

What is Grassroots Lobbying - Call to Action

Call to Action is the key distinction
between grassroots and direct lobbying

- Call to action asks the audience to contact their legislator
 - “Call Senator Smith, and tell her to vote yes on ...”



What is Grassroots Lobbying - Call to Action

Other Forms of “Call to Action”

- Identifying the audience's legislative representative
- Providing contact information for legislator
- Identifying legislator's position on the legislation



What is Grassroots Lobbying - Call to Action

Other Forms of “Call to Action”

- Providing vehicle for contacting the legislator (form email, petition, etc.)
- Identifying the legislator as a member of the committee that will vote on the legislation



What is Grassroots Lobbying - Call to Action

Call to Action Exception: Highly Publicized Legislation

- No call to action needed for paid advertising that runs two weeks before a committee or floor vote on “highly publicized” legislation

“Highly publicized” if it’s frequently on the evening TV news

Automatically grassroots lobbying if it is:

- Paid advertising,
- On specific “highly publicized” legislation, and
- Reflects the organization’s view on the legislation

What is ***not*** lobbying?

Nonpartisan Analysis, Study, Research

- Independent, objective analysis
- Distributed broadly, not just to one side
- May advocate a viewpoint, if it includes a full and fair examination
 - A person must be able to form an independent conclusion



What is ***not*** lobbying?

Beware of “Subsequent Use” Rule

- All costs for purely educational materials are presumed to be grassroots lobbying if the materials are used for grassroots lobbying within six months of being produced
- To rebut the presumption, the organization must demonstrate its primary purpose in developing the materials was not for lobbying

What is ***not*** lobbying?

Technical Advice or Assistance

- Oral or written assistance provided in response to a written request by a governmental body, legislative committee or subcommittee

Request must be made in the name of the entity, not just from an individual member

- E.g., Health Department director asking on behalf of the department

What is ***not*** lobbying?

Technical Advice or Assistance

- Advice must be available to all members of the requesting entity
- May advocate a viewpoint, if the request specifically asks for opinions or recommendations



Additional Resources

Influencing Public Policy in the Digital Age: The Law of Online Lobbying and Election-related Activities, Alliance for Justice, 2011

- Explains the rules of 501(c)(3) online engagement.
- www.afj.org/digitalage

Being a Player, Alliance for Justice, 2011

- Provides detailed information regarding lobbying.
- www.tinyurl.com/AFJplayer

There's a lot you can do before you hit the line on the sand!



What is advocacy?

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.



The Three Key Questions

What do you
want?

The Three Key Questions

What do you
want?

Why do you want
it?

The Three Key Questions

What do you
want?

Why do you want
it?

Who has the
power to give it to
you?

The Three Key Questions

Your turn!

Let's answer your 3
key questions

Workbook – page 1



POWERPRISM

*A tool for advocacy planning,
execution, and evaluation*

Can we build more
power for our mission
by triggering any
or all “**power tools**?”





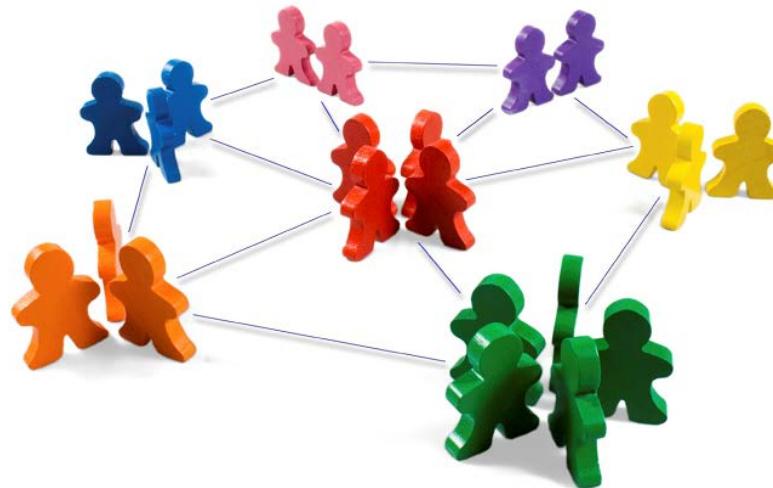
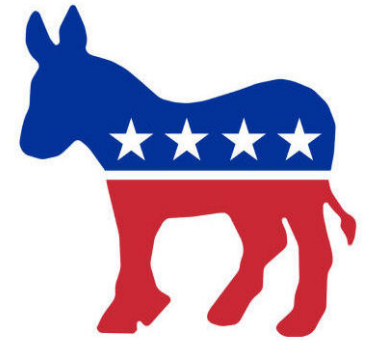
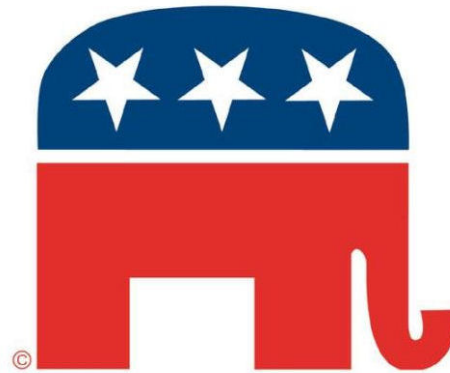
RESEARCH AND DATA COLLECTION

POWERPRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Sources of information and data



Doing the research - *Direct*

- Hard data, science, evidence-based practices, objective facts, polling, and personal impact stories
 - What data explains the need for the “change” you are you trying to promote?
 - What is the formal process and timeline for making such a change?
 - What data (scientific and anecdotal) explains its potential impact and ROI?

Doing the research–*Nuanced*

- What makes your key decision-makers tick?
- Who – *among your allies* – has a relationship with those key decision-makers?
- What do you know about your opposition?
- What is your opposition's influence on key decision-makers?
- What is the political climate in which you are working?

Data collection strategies

- * Polling
- * Mapping
- * Key informant interviews
- * Surveys
- * Online research
- * Focus groups
- * Participatory action research

Let's try a little pathways of
influence research to get warmed up!



COALITION BUILDING & MAINTENANCE

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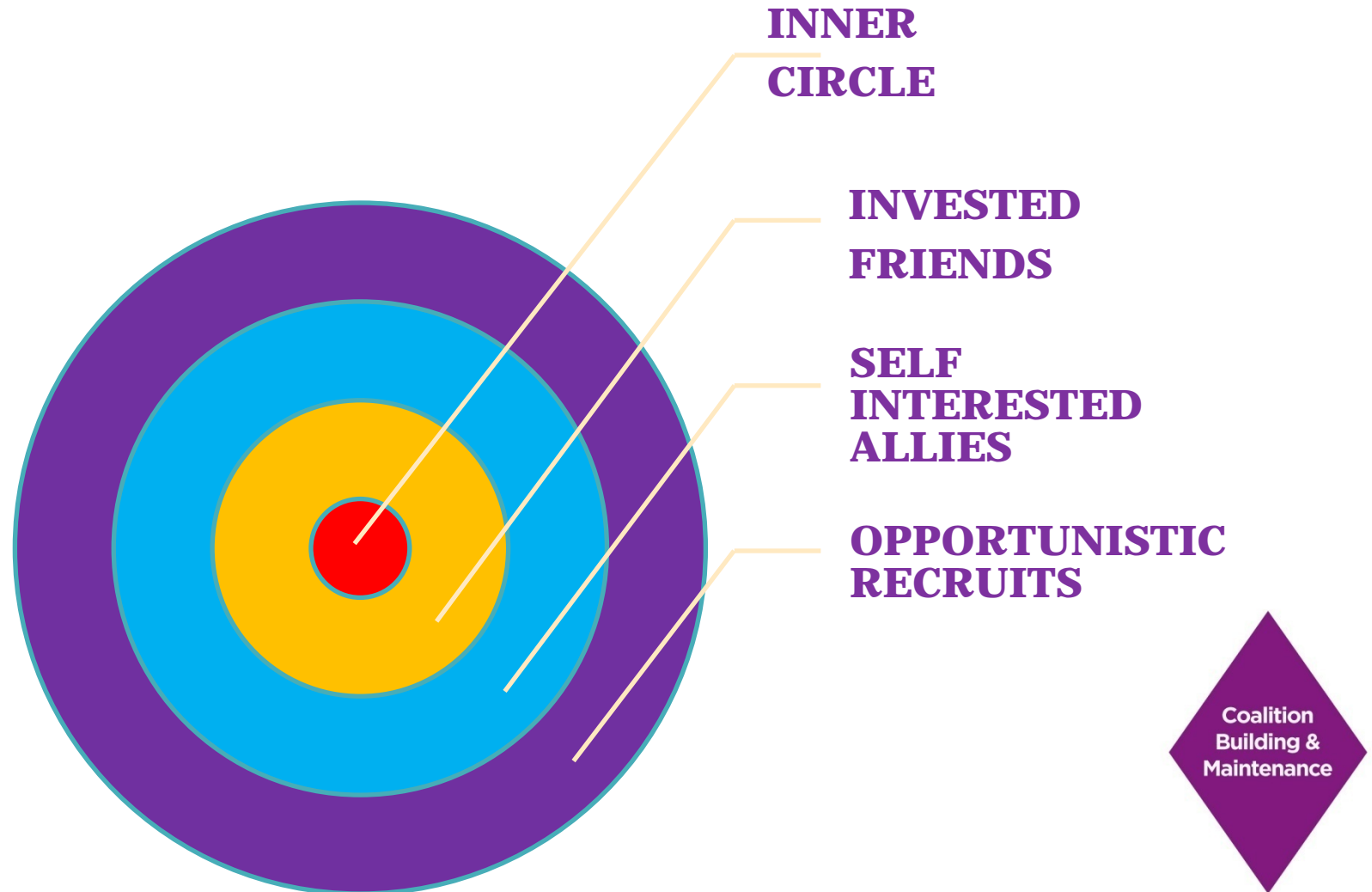


Types of public interest coalitions

	Letterhead	Issue-Based Alliance (informal and formal)	Formal Coalition
Sign-on letters	X	X	X
Share a press conference	X	X	X
Share information & strategy		X	X
Coordinate messaging		X	X
Share resources & funding			X
Share branding and show unity			X

Whatever the format, coalitions are nearly always about building power. Once you've chosen which type of coalition is best for you and your cause, consider taking these steps.

Levels of coalition membership



Operating guidelines are critical

In order to have:

- Trust
- Responsiveness

You must have:

- Clear expectations
- Effective decision-making
- Transparency
- Good coalition management
- Clear and specific goals and action plans



FUNDRAISING & DEVELOPMENT

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A three-sided coin

1. Realistically, what will it cost to run this campaign?
2. Can you engage your financial supporters in advocacy focused relationship building for this campaign?
3. Can you leverage this advocacy campaign to raise money for your organization?



Can you engage financial supporters in advocacy?

- * Every donor should be asked to be an advocate
- * What do your donors care about?
- * Who do your donors know?

Can you leverage this campaign to raise money?

- * Every advocate should be asked to be a donor
- * Campaigns are what we are selling
- * Like capital campaigns, advocacy campaigns are attractive because they result in something permanent
- * Think beyond your current campaign to the next one



GRASSROOTS & KEY CONTACTS

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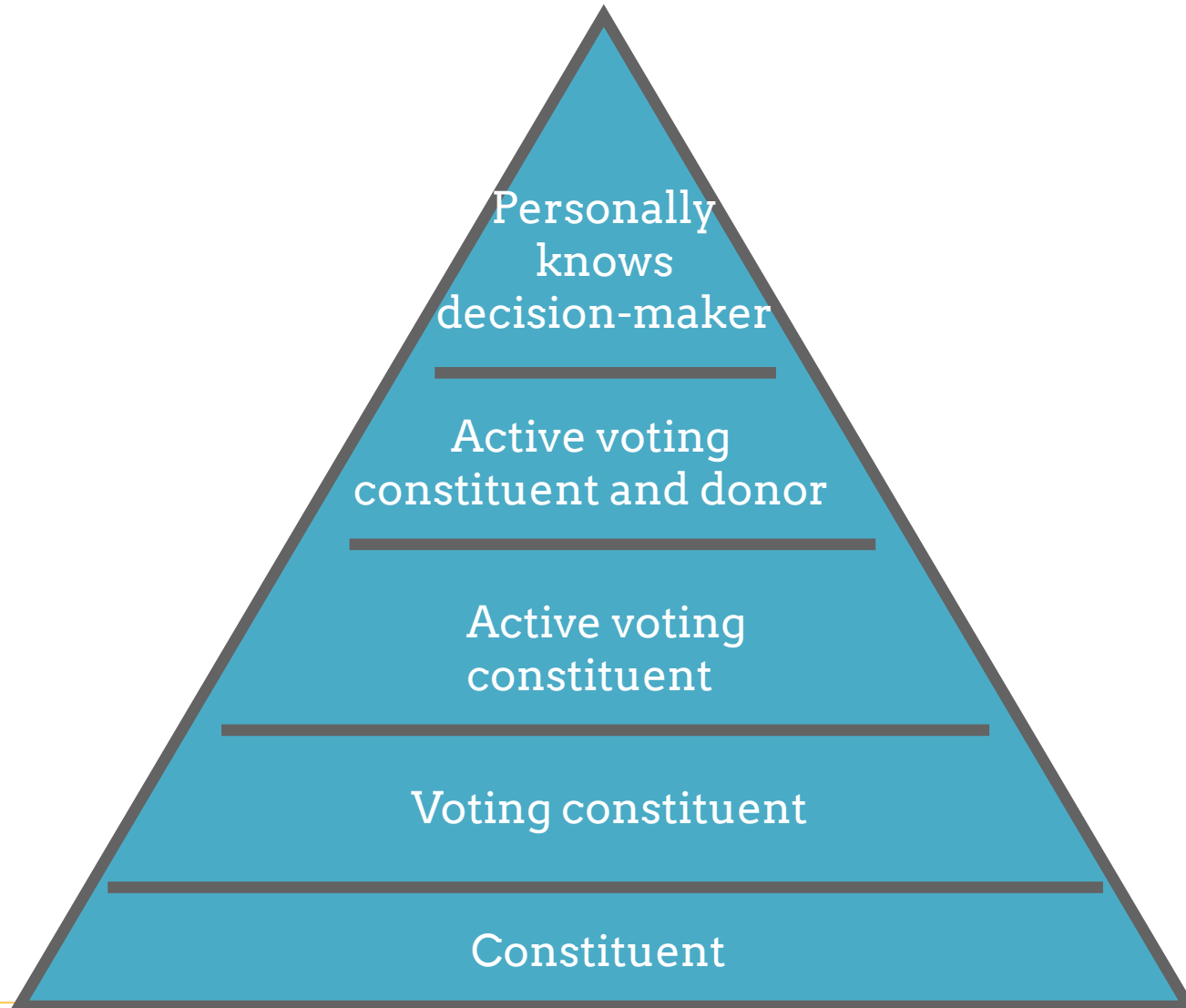
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Identifying grassroots & key contacts

- Grassroots = Defined by where they live, vote, or even work, they are “represented” by a decision-maker
- Key contacts = Defined by a higher level of issue expertise and/or a personal relationship with decision-maker

Grassroots to key contacts continuum



Grassroots &
Key Contracts

Ever wonder who these “grasstops”
folks are and how to get them to help
your cause?

Handout



MEDIA ADVOCACY

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What media matters to your decision-makers?



BLOG



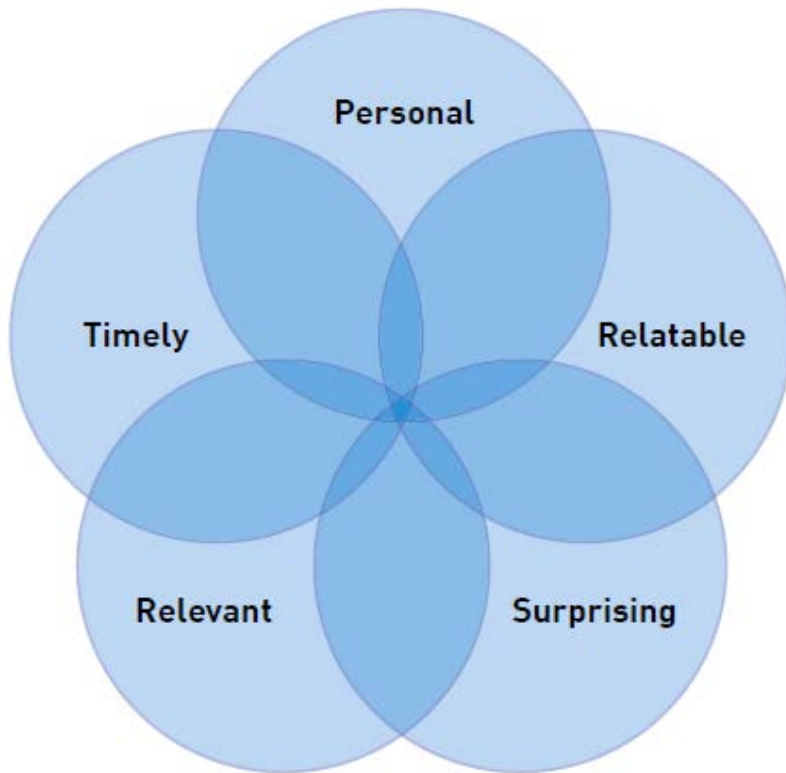
Media Advocacy

- * Audience
- * Message
- * Messengers
- * Means



Media
Advocacy

How to generate & hold interest



- * Personal (Put a face to the story)
- * Relatable (Resonates)
- * Surprising
- * Relevant
- * Timely (urgency)

Person-to-person messaging

- * Campaign goal: recruit and mobilize 150 parents as advocates
- * Success will require:
 - * Compelling messaging to “hook” them
 - * Concrete activities in which to engage them

Let's work on the compelling messaging to hook them!

27 words
or less

9 seconds
or less

No more
than 3
points



DECISION-MAKER ADVOCACY

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Be on the look-out for...

- * Grasstops connections between you/your campaign and the decision-maker
- * Something that connects the decision-maker to your issue
- * Personal/family connection to you/your campaign or your issue
- * Connection to a coalition partner organization

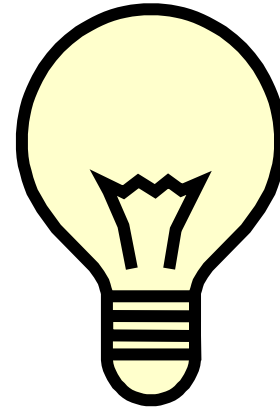
Strategies for campaign asset mapping

- * Offline and online research
- * Survey coalition partners and grassroots leaders
- * Overlay your lists of Board members, volunteers, and donors
- * Ask coalition partners to do the same

Without asset mapping, the
information you uncover will be just
that - information...not power.



Putting it all
together



Our number-one job
is to make it **EASY**
for decision-makers
to give us what we want!
(And hard for them to ignore us!)



Power Prism Challenge

Power Prism Challenge



It's time to **end marijuana prohibition**



[Why Regulate?](#) [Our Coalition](#) [Take Action](#) [About](#)

Regulate Rhode Island is a statewide coalition of citizens and organizations dedicated to ending the failed policy of marijuana prohibition and replacing it with a system in which marijuana regulated and taxed similarly to alcohol.

Join us and help support The Marijuana Regulation, Control, and Taxation Act.

TAKE ACTION



JOIN THE MOVEMENT!

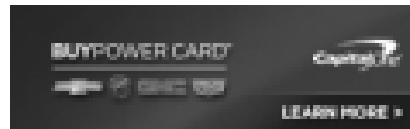
Email Address *

- ☐ Contact your legislator?
☐ Volunteer?

SIGN UP



Where Americans smoke marijuana the most



By Christopher Ingraham August 5



Follow @cingraham

Ad

Forget Colorado or Washington — tiny Rhode Island is the marijuana capital of the United States, at least as measured by the percent of state residents who regularly use marijuana.

State-level statistics from the [latest National Survey on Drug Use and Health](#) (rather unfortunately acronymed NSDUH) show that just over 1 in 8 Rhode Island residents over age 12 smoke marijuana monthly. This is more than three times the rate in Kansas, where only 4 percent of residents regularly indulge.

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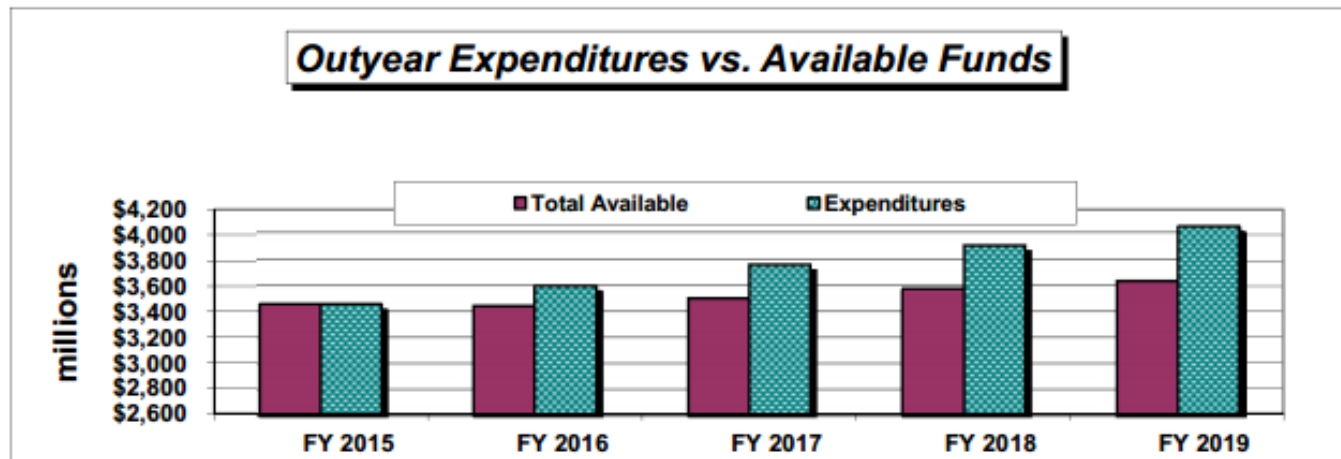
Phone

Address

Suite/Apt

General Revenue Outyear Estimates FY 2015 - FY 2019

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Opening Surplus ⁽¹⁾	\$68.9	\$0.0	\$0.0	\$0.0	\$0.0
Plus:					
Taxes and Departmentals	3,082.0	3,182.8	3,290.0	3,381.8	3,445.0
Other Sources (incl. Lottery)	412.5	368.7	320.3	304.6	298.6
Budget Stabilization Fund	(106.9)	(106.5)	(108.3)	(110.6)	(112.3)
Total Available	3,456.5	3,444.9	3,501.9	3,575.8	3,631.3
Minus Expenditures	3,456.1	3,596.1	3,758.6	3,906.3	4,050.6
Equals Ending Balance	\$0.4	(\$151.1)	(\$256.7)	(\$330.5)	(\$419.3)
<i>Operating Surplus or Deficit</i>	<i>(\$68.5)</i>	<i>(\$151.1)</i>	<i>(\$256.7)</i>	<i>(\$330.5)</i>	<i>(\$419.3)</i>
 Budget & Cash Stabilization Balance	 \$178.2	 \$176.9	 \$179.8	 \$183.5	 \$186.5
RI Capital Fund Balance	\$24.3	\$6.5	\$1.6	\$10.5	\$31.5
 Rhode Island Capital Fund					
<i>Capital Projects Disbursements</i>	<i>\$152.3</i>	<i>\$125.1</i>	<i>\$100.0</i>	<i>\$97.4</i>	<i>\$88.0</i>



Legal marijuana causes issues in Colorado, should be regulated even more

By Emily Torbett | Posted: Thursday, November 13, 2014 1:23 am

While many have criticized Colorado's legalization of marijuana by falsely linking it to isolated incidents of death and violent behavior among citizens (rates of violent crime have actually decreased in Colorado since legalization via Forbes), few are talking about its very real consequence for the state.



Marijuana

In January of 2014, new laws legalized recreational marijuana use in the state of Colorado. In the state, any resident over the age of 21 can legally purchase up to an ounce of cannabis from licensed pot shops for use on private property.

Additionally, individuals can grow up to six marijuana plants for recreational use. The legalization of marijuana has been beneficial overall for Colorado. According to Forbes, pot sales raked in 6.17 million in tax revenue in just the first two months alone. It is estimated that the state could see as much as 98 million in tax revenue over the entire fiscal year.

Forty million of this revenue will be allocated to public school construction. The legal marijuana industry in the state has created an estimated 7,500-10,000 jobs.

However, the benefits of legal weed have not been without consequences for Colorado.

Homeless youth flocking to Colorado to smoke weed without consequence was an unexpected consequence of the legalization. This has resulted in the flooding of the state's already strained homeless shelters.

According to an article in The Denver Post, while the typical population of Colorado's shelters fits in the 35-60 age range, this summer has seen a much larger influx of people aged 18-25 year-olds.

Of the homeless who reported coming to Colorado because of the marijuana legalization, shelter organizers said about half are medicinal users. However, they believe the other half came to the state for a legal high.

Kendall Rames, deputy director of the Denver and Colorado Springs nonprofit organization Urban Peak, stated many of the people are just migrating through.

http://www.thedailyathenaeum.com/opinion/article_8c9b072e-6a65-11e4-a305-a7c78a601f11.htm?mode=print

1/2

11/15/2014

Legal marijuana causes issues in Colorado, should be regulated even more - The Daily Athenaeum Online Opinion

"Of the new kids we're seeing, the majority are saying they're here because of the weed. They're traveling through. It is very unfortunate," he said.

Shelters are struggling to accommodate the growing number of those seeking help. As reported in the Denver Post Article, Denver shelter, Father Woody's Haven of Hope, typically expects occupancy to rise by about 50 people a month during the summer. This year, it saw increases of over 300 people a month.

In total, 923 new homeless people came to the shelter to seek help between May and July alone.

While the marijuana industry in Colorado is heavily regulated, and out-of-state residents are restricted to purchasing less than in-state residents may purchase, legislation must be put in place to prevent or regulate this "marijuana tourism." This tourism is straining the resources of the already cash-strapped homeless networks.

It should not be legal for out-of-state residents to purchase marijuana in the state. Proper studies must be conducted to find out just how pervasive of an issue this is and how best to address it.

Additionally, while the benefits of marijuana legalization in Colorado have outweighed the consequences, the issue of the influx of homeless youth cannot be ignored and must be addressed head on before other states introduce similar pro-marijuana legislation.

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GOOD To GROW



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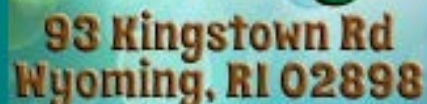


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Action planning

Hypothetically speaking....
How could we begin to
campaign *now* to defend
against future legalization??

Looking ahead

How can we make it **EASY** for
decision-makers to give us what we want!
(And hard for them to ignore us!)



Can we build more
power for our mission
by triggering any
or all “**power tools**?”



Wrap-up and evaluation

Thank You
