

FUNDAMENTALS OF POLITICAL OUTREACH

Brainstorm Partnerships

Based on the power map and research, who are possible partners for the campaign? These partners are the core people and groups that will strengthen the campaign. (Consider legislators, individuals, groups, organizations, endorsers, fundraisers and coalitions.)

Based on your opposition analysis, who makes up the possible opposition?



PRIORITIZE PARTNERSHIPS

The core of an effective political outreach plan is prioritization. To start, take the above list of partnerships and break them into the following categories:

<p>NEED to actively support <i>(Victory isn't even possible without them)</i></p>	<p>NEED to NOT be actively opposed <i>(They don't have to like you, but if they are actively engaged against you it's a huge problem)</i></p>
<p>Helpful if support <i>(They may help you build momentum or they may be nice-to-have, but not the most critical partners)</i></p>	<p>Helpful if not actively opposed <i>(Some of them can oppose but it could be a problem if all of them do)</i></p>

THINK ABOUT:

- **Political value** → How much would they move the needle at the capitol?
 - » Do they have a strong connection with leadership or key legislators?
 - » Are they connected to major employers/ business sectors in the state?
 - » What is their relationship with the party in power in the legislature? What about significant caucuses within that party?
 - » What is their outreach capability? For people, their social media, earned media, or community reach. For organizations, their membership or email list size. Also consider how active or politicized their audience is.
 - **Financial value** → What new strategies and tactics could their resources make possible for your campaign? How would your budget need to change without them (or if they are actively opposing you)?
 - » What is their political spending history in the last 5 years?
 - » Have they been financially engaged before in democracy reform or adjacent bills/ campaigns?
 - **Tactical value** → Is getting any person/group from this category the goal? Or is getting this specific group/ person the goal? Are there alternative paths if needed?
 - » For ex: Do you know that leadership needs a supportive clerk to move forward?
 - **Relational value** → Does getting one partner increase/decrease your chance of getting others? Do you need certain partners to move forward? Would certain partners damage your appeal to your target legislators? Use your power map.
 - **Publicity value** → Not all relationships need to be publicly advertised. What partnerships might help you most as public supporters versus partnerships who can offer behind-the-scenes advocacy support or resources?
- You've now narrowed to the most critical initial contacts.