

Wingspread Campaign Training: Using Strategic Campaigns to Build Political Power

The purpose of this 1-pager is to outline for you the theory under which we have organized the presentations during the “Strategic and Tactical Training for State Smart Growth Advocates.”

In order to get more smart growth policies in place, we, along with our partners and their constituents, need *power*; we need to harness what we have, develop more, and use it strategically to achieve our goals. Throughout the training, we will explore the political power we have through our coalition partners, grassroots activists, connections to those in power and media contacts, and how to build it and use it.

We will begin by laying down a framework about power and various ways to exercise it.

Next, we will discuss campaigns as one method to use and gather power. Campaigns consist of a series of interconnected, specific actions to achieve a certain goal (a policy goal in our case). They are time-limited and should build on one another to grow an organization or coalition’s power.

Next, we will discuss some of the main elements that a campaign should include to be successful. After going over these elements briefly, we will dive into discussing a couple in greater detail based on your survey feedback prior to the training.

Finally, after learning a bit about power, campaigns and campaign elements, we will give you the opportunity to learn more about specific campaign elements from your peers through case study presentations.

At various points throughout the training, we will give you time to develop a campaign plan in small groups based on a particular scenario so that you can utilize this information in the future.

This diagram demonstrates the connection between power, campaigns and campaign elements as explored in this training.

