

CAMPAIGN PLAN TEMPLATE

COMPONENTS OF THE PLAN:

- **Coalition and Organizing** – building and managing a coalition of organizations, individuals, and youth that support the objectives of the campaign;
- **Political Advocacy** – overseeing legislative advocacy activities; and
- **Media and Communications** – developing a media strategy and marketing plan to raise awareness and support for the campaign's objectives.

COALITION AND ORGANIZING

Building a Coalition

It is important to build a coalition to carry this work. The coalition can include organizations and individuals in **your city** to serve in the following roles:

- **Core Campaign Leaders** – core organizational members that drive all aspects of the campaign
- **Campaign Steering Committee Members** – members with high levels of engagement that invest considerable staff time and resources, agree to participate in regular campaign management activities, and are empowered to make decision on behalf of the campaign
- **Campaign General Members** – the members that can provide partial support and engagement and can offer feedback on campaign strategy and materials;
- **Youth Leaders** – youth serving as ongoing advisors and participants in all aspects of the campaign

Immediate action steps:

- Make a list of organizations and individuals we want to recruit to join the coalition as Core Leaders, Steering Committee Members, or General Members.
- Decide who youth leaders will be
- Determine what training is needed for youth leaders
- Determine structure for campaign work. How is everyone working together? Weekly meetings? What communication needs to be set up? Who is responsible for what?

Future action steps:

- Recruit coalition members
- Draft a Statement of Principles for coalition
- Determine coalition decision making process and communication structure
- Decide whether coalition should have subcommittees
- Figure out how to include youth in coalition decision making



Campaign Branding

The campaign should have an official name and logo.

Immediate action steps:

- Decide who is responsible for coming up with a campaign name. Finalize the campaign name.
- Decide who is responsible for designing a logo. Can we do it or need to hire a designer?

Future action steps:

- Design the logo, with youth input

POLITICAL ADVOCACY

To create a political advocacy strategy, it is important to first lay out the legislative process in **your city** and the key players who will control the outcome of the charter amendment:

Overview of Process and Timeline

1. City council member introduces bill to propose the charter amendment
2. *In some cities, bill is referred to committee of jurisdiction*
3. Committee, or whole council, holds hearing on the proposed charter amendment
4. **In some cities**, city council votes to place a the proposed charter amendment on the ballot. **In other cities**, city council votes to pass the charter amendment.
5. **In some cities**, voters vote on the proposed amendment at an election

Note that this process is different in each city. Work with your local mentors and Vote16USA staff to fully understand the process in your city.

Immediate action steps:

- Create a timeline for this process. Decide when to introduce the bill. If your city will require a referendum, start by working backwards from election day.

Advocacy Targets

Primary Targets – Mayor and City Council

Target	Position on Vote16	Who can influence them?
Mayor		
Council Member 1		
Council Member 2		
Council Member 3		

Council Member 4		
Council Member 5 (and so on)		

Immediate action steps:

- Fill out table with position on Vote16, if known, and secondary targets who can influence them.
- Make plan for engaging with primary targets, with youth playing a leading role in the process.
 - Figure out best ways to get connected with each target. Who do we know? Who can provide an introduction?
- **Secure at least two solid champions on the council.**
- Develop materials needed for outreach and engagement

Secondary Targets

Board of Education

In many cities, the Board of Education is a great secondary target, but not always. Be sure to understand the dynamics in your city to decide whether the Board of Education should be a secondary target.

Target	Position on Vote16	Who can influence them?
Member 1		
Member 2		
Member 3		
Member 4		
Member 5 (and so on)		

Immediate action steps:

- Fill out table with position on Vote16, if known, and secondary targets who could influence them
- Make plan for engaging with these targets, with youth playing a leading role in the process
- Figure out best ways to get connected with each target. Who do we know? Who can provide an introduction?
- Develop materials needed for outreach and engagement

Future action steps:

- Determine other secondary targets.
 - Potential other secondary targets could include:
 - Youth-led and youth-serving organizations
 - State assemblymembers and state senator from Sacramento
 - County Board of Supervisors
 - County Board of Education
 - Teachers union
 - Parent groups
 - Influential community organizations from across the city
- Create tables like the ones above for the other secondary targets, and make plans for engaging with them

Other Policy Questions

Other questions will need to be addressed, including:

- What are the details of how 16 year old voting would be implemented in this city? Does the county have to implement it? How much would it cost, and who would pay? City council members will ask about this. Who do we need to talk with to get the answers?
- When would the change go into effect? Do we want 16 year olds to start voting in the first election after the change, or should there be a longer implementation period?

MEDIA AND COMMUNICATIONS

Media Strategy

It is important to determine an overall media strategy. Are we trying to get positive press coverage to help educate the public or influence key targets? Do we need to be ready to prevent or respond to negative press coverage? How will we use social media? Do we need a website?

Immediate action steps:

- Designate and train spokespeople
- Develop most important communications materials:
 - Outreach materials for potential coalition partners
 - FAQs and other educational materials for youth and the public at large;
 - Letters and handouts to provide policymakers;
 - Talking points for campaign spokespeople;

Future action steps

- Set up website and social media and make plan for using these platforms and who is responsible
- Develop other communications materials:
 - Social media content



- Press advisories and press releases when needed
- Draft letters to the editor and Op-Eds.
- Build relationships with reporters at local media outlets