

Winning Issue Campaigns
Winter Quarter 2017 Course Syllabus

Instructor: Matt Batzel

Time: Wednesdays, 3:00-5:50 pm

Office Hours: After class or by appointment

Description: “Change does not roll in on the wheels of inevitability, but comes through continuous struggle.” These words of Dr. Martin Luther King, Jr. were never more true than in today’s gridlocked American political system. Smart public policy doesn’t pass and implement itself - it comes as a result of well planned, hard fought, strategic issue campaigns, many of which span years and even decades. This course will teach students the theory and practice of strategic issue campaigns, from setting campaign objectives and targeting decision makers to planning effective tactics, designing a message frame, and winning the support of those who can further the cause.

Objectives: By the end of this course, students will be able to:

- Articulate what makes an issue campaign effective
- Design an issue campaign plan from scratch, complete with strategy, tactics, goals and timeline
- Organize earned media events aimed at moving elected officials to support an issue
- Pitch an issue campaign strategy to potential allies in order to garner additional support

Grades/Assignments:

Project	Deadline	% of Grade
Class Participation	-	15%
Assignment 1: Selecting an Issue Campaign in a Day Group Project	January 9, 2017 January 27, 2017	10% 15%
Assignment 2: Group Video Project: Mock Earned Media Event (with accompanying report)	February 20, 2017	20%
Issue Campaign Plan	March 17, 2016	20%
Mock Presentation Seeking Support for Issue Campaign Plan	Presentations to be scheduled during finals week	20%

Required Readings:

Note: only excerpts will be required, and copies of these excerpts will be provided via Chalk each week. All multimedia resources are hyperlinked here.

Ganz, Marshall. "Why Stories Matter." *Sojourners*. n.p. Mar. 2009. Web. 27 Sept. 2014.
<<http://www.sojo.net/magazine/2009/03/why-stories-matter/>>

Ganz, Marshall. "Telling Your Public Story." *Whole Communities*. n.p., n.d. Web. 27 Sept. 2014.
<<http://www.wholecommunities.org/learning/story.shtml/>>

OFA Organizing Manual, Organizing for Action, 2013

Note: this is an unpublished manual; will be distributed electronically to class registrants

Organizing for Action. "Six Steps to Building an Issue Campaign Strategy." n.p., 30 Sept. 2014

Note: unpublished article; will be distributed in class.

Politics the Wellstone Way: How to Elect Progressive Candidates and Win on Issues, Wellstone Action, University of Minnesota Press, 2005

TheDreamisNowOrg. "The Dream is Now." Online documentary video. *YouTube*. YouTube. 14 Apr. 2013. Web. 27 Sept. 2014. <<http://https://www.youtube.com/watch?v=zfilnvpjPtl/>>

American Majority Effectivism Manual

American Majority Online Selected Readings

Lewis, Brandon, How to Raise Money for Political Office: The Original Guide to Winning Elections Through Aggressive, Organized Fundraising, Marlborough House Publishing, 2012.

Class 1: January 4, 2017

Class Introduction and the Basics of Strategic Issue Campaigns

Required Reading:

- OFA Organizing Manual: Parts 2.1 and 2.2
- Organizing for Social Change: Parts 1.1, 1.2, 1.3, 1.4 (probably replace this with AM resource)
- Politics the Wellstone Way: Part 9: Advocacy, Lobbying, and Winning on Issues (**check on this**)

Assignment 1 Due: January 9, 2017

Class 2: January 11, 2017

Developing a Strategy and Plan Around Key Decision Makers

Required Reading: American Majority Handouts

Class 3: January 18, 2017

Building a Coalition to Win

Required Reading: American Majority Handouts

Class 4: January 25, 2017

The Power of Story in Messaging Issues and Building Capacity

Required Reading:

- OFA Organizing Manual: Parts 2.6 and 4.1
- Ganz, Marshall. "Why Stories Matter." *Sojourners*.
- Ganz, Marshall. "Telling Your Public Story." *Whole Communities*.
- TheDreamisNowOrg. "The Dream is Now." *YouTube*.

Group Project: January 27, 2017

Campaign in a Day

Class 5: February 1, 2017

Digital Strategy for Issue Advocacy

Required Reading: American Majority Handouts

Class 6: February 8, 2017 (Guest Lecturer: Ned Ryun)

Top Grassroots Tactics for Issue Advocacy: Earned Media, Signature Drives, Call Campaigns

Required Reading:

- OFA Organizing Manual:
 - Part 2.4
 - Part 2.5
 - Appendix: How to Organize an Earned Media Event, Appendix: Letters to the Editor
 - Appendix: Petition and Pledge Card Drives
 - Appendix: Pledge-to-Call Drives
- Politics the Wellstone Way: Chapter 4: Communications

Class 7: February 15, 2017

Building Capacity to Win: Volunteer Recruitment and Retention

Required Reading:

- OFA Organizing Manual: Parts 3 and 4.2
- Politics the Wellstone Way: Chapter 3, section on "Recruiting, Engaging and Mobilizing Volunteers"

Assignment 2 Due: February 20, 2017

February 22, 2017 – No Class

Building Capacity to Win: Budgeting and Fundraising

Required reading: How to Raise Money for Political Office, Ch 1-2, Ch 4, Ch 6-11, Ch 13

Class 8: March 1, 2017

Case Study on a Past Campaigns

Required reading: American Majority Handouts

Class 9: March 8, 2017 (Guest Lecturer: Ned Ryun)

Securing Support through Proposals and Presentations

Required reading: American Majority Handouts

Final Presentations: Finals Week (March 13-17. Date and Times of individual presentations TBD)

Final Issue Campaign Plan Due: March 17, 2017