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:

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


**OFA Organizing Manual**, Organizing for Action, 2013
*Note: this is an unpublished manual; will be distributed electronically to class registrants*

*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


American Majority Effectivism Manual

American Majority Online Selected Readings


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**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  

**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