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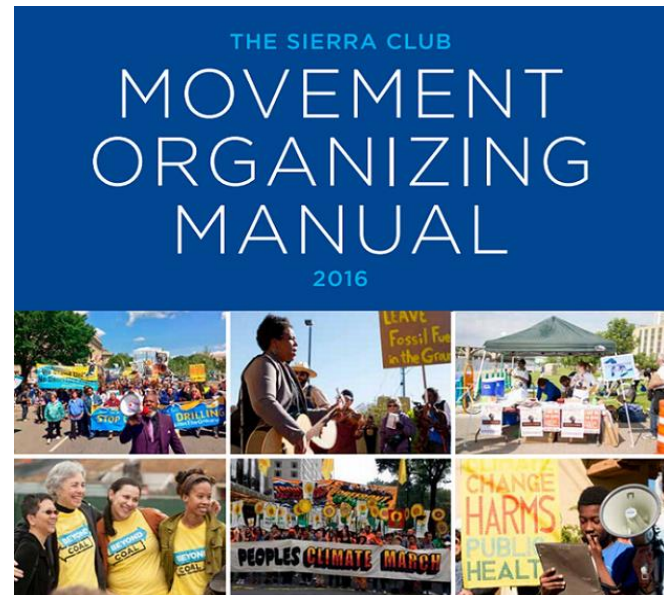
So you want to do a campaign?!!!  
Appalachia Gas Working Group  
April 7th, 2018

Bill Price  
Organizing Manager  
Central Appalachia/Southeast



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# PERSONAL STORY



- **Discuss the creation of shared vision and values for campaigns**
- **Identify best practices for planning an inclusive campaign**
- **Discuss the levels of power**
- **Discuss campaign planning process**



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## Justice Based Campaign Principles

- **Seek to win real and concrete improvements in people's lives**
- **People become active and effective in the political process and in their communities.**
- **Campaign seeks to alter the relationships of power between people, the government, and other institutions**



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Build the House!





**Build the  
foundation  
for a  
lasting  
campaign**



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**IMPACTED COMMUNITIES  
& STRATEGIC PARTNERSHIPS**

**Questions we should always be considering:**

**How are we centering (prioritizing) those who are most impacted, underserved, underrepresented?**

**How are we engaging the grassroots in the campaign planning process?**

**Brainstorm: What are the best practices for making this a reality?**

## **Jemez Principles for Democratic Organizing**

**#1  
Be Inclusive**

**#2  
Emphasis on  
Bottom-up  
Organizing**

**#3  
Let People  
Speak for  
Themselves**

**#4  
Work Together  
in Solidarity &  
Mutuality**

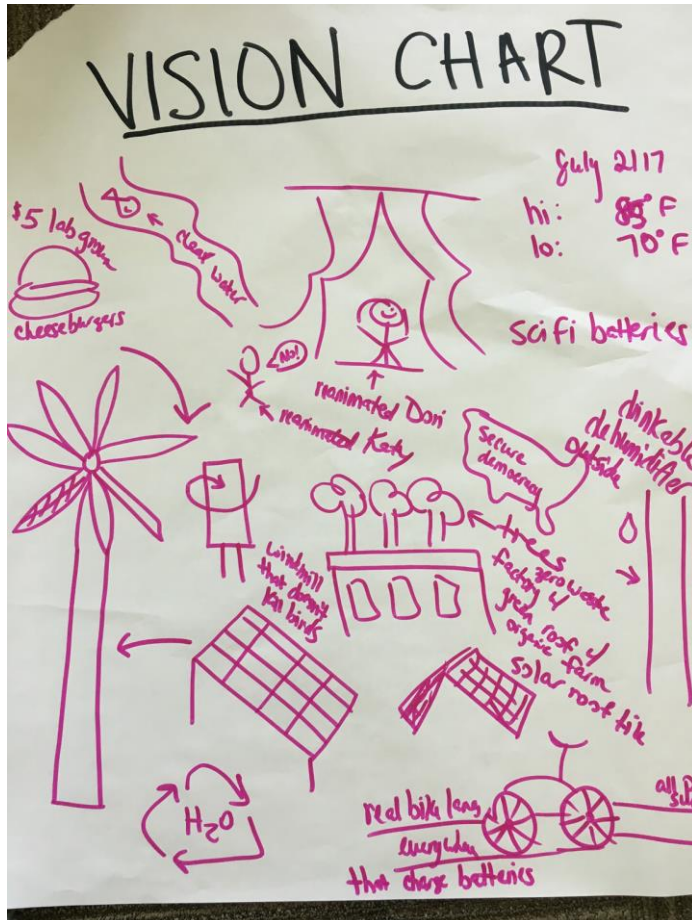
**#5  
Build Just  
Relationships  
Among Ourselves**

**#6  
Commitment  
to Self-  
Transformation**





## DEVELOPING A VISION



## IDENTIFYING VALUES



**We envision a world powered by clean, renewable energy, like solar and wind, where all electricity, buildings and transportation are efficient and pollution-free; where people live in a healthy, clean environment; where communities most threatened by fossil fuels benefit first and most from a transition to clean and renewable energy; where individuals and communities have control over energy produced and consumed; where energy planning and decision making is local and democratic; and where hundreds of thousands of good clean energy jobs are helping families and communities to thrive.**

**1** What change do we want?

**2** Who has the resources to create that change?  
Who is the actual decision-maker?

**3** What do they want?

**4** What resources do we have?

**What is our theory of change?**



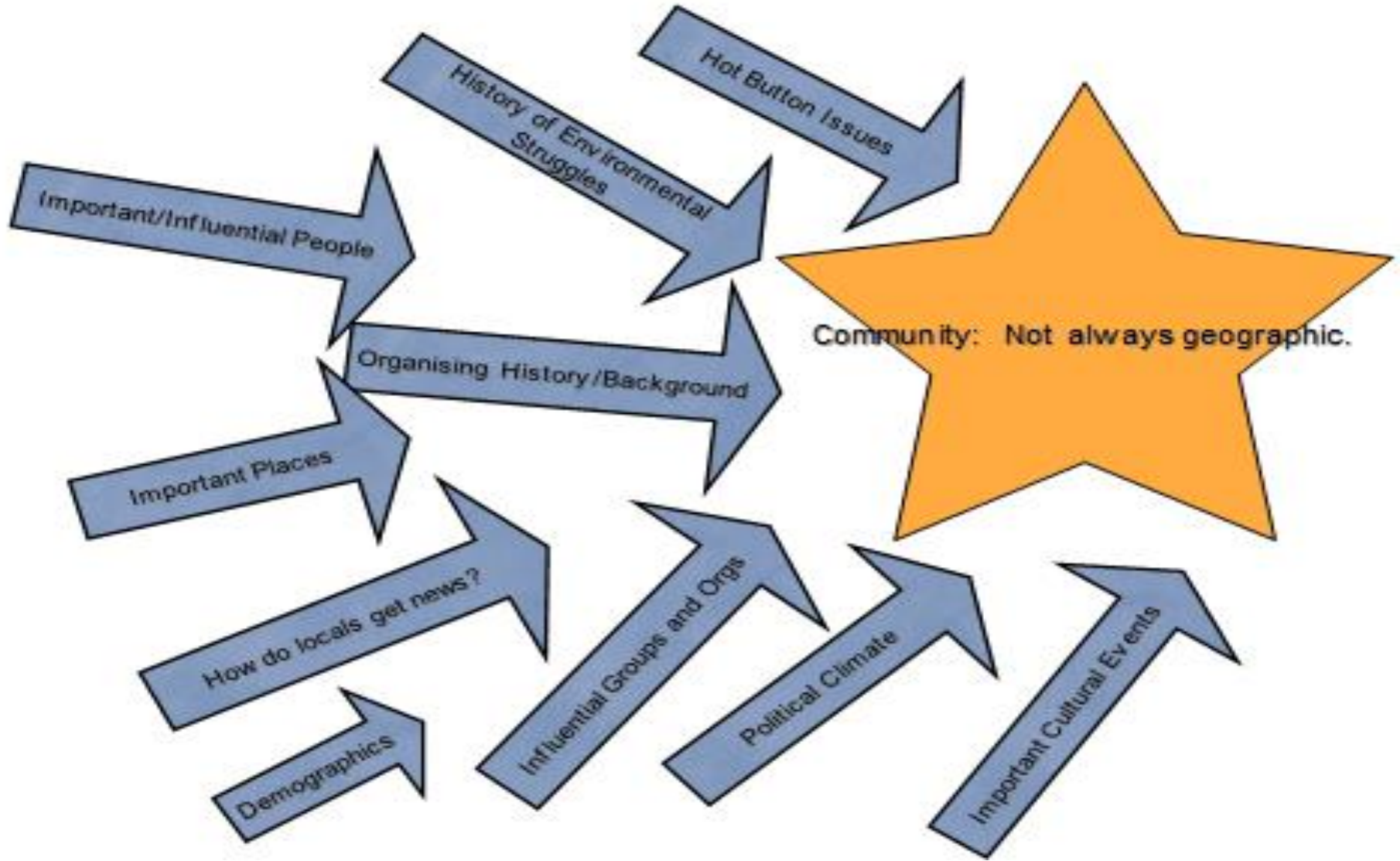
What resources do we have?  
Are they enough?

- **Leaders**
- **Relationships**
- **Skills**
- **Physical Resources - office space, home**
- **Staff resources**
- **Money**

**What else?**



# WHAT IS "COMMUNITY"



## Community Mapping

*A process of gathering important and relevant information about our community in which we work. This information gives us a deeper understanding of our community allowing us to develop strategy in a thoughtful manner. Helps us determine who we have relationships with and who else we may want to begin, build or deepen those relationships with.*



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KEEPING IT SIMPLE?

**COMMUNITY MAPPING=CREATING, BUILDING  
AND MAINTAINING RELATIONSHIPS +  
LISTENING + LEARNING**



## THREE STAGES OF RELATIONSHIP

Ongoing Conversations

Mutually Supportive

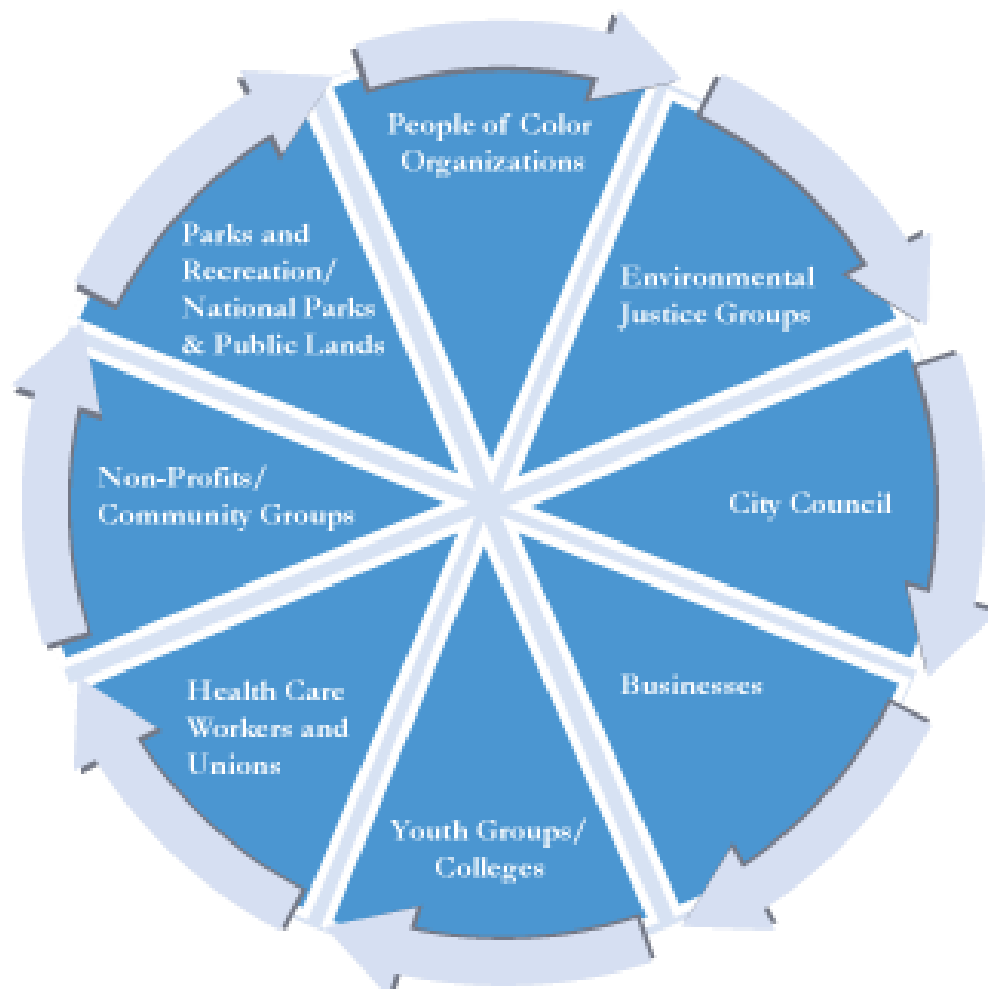
Planned Work Together





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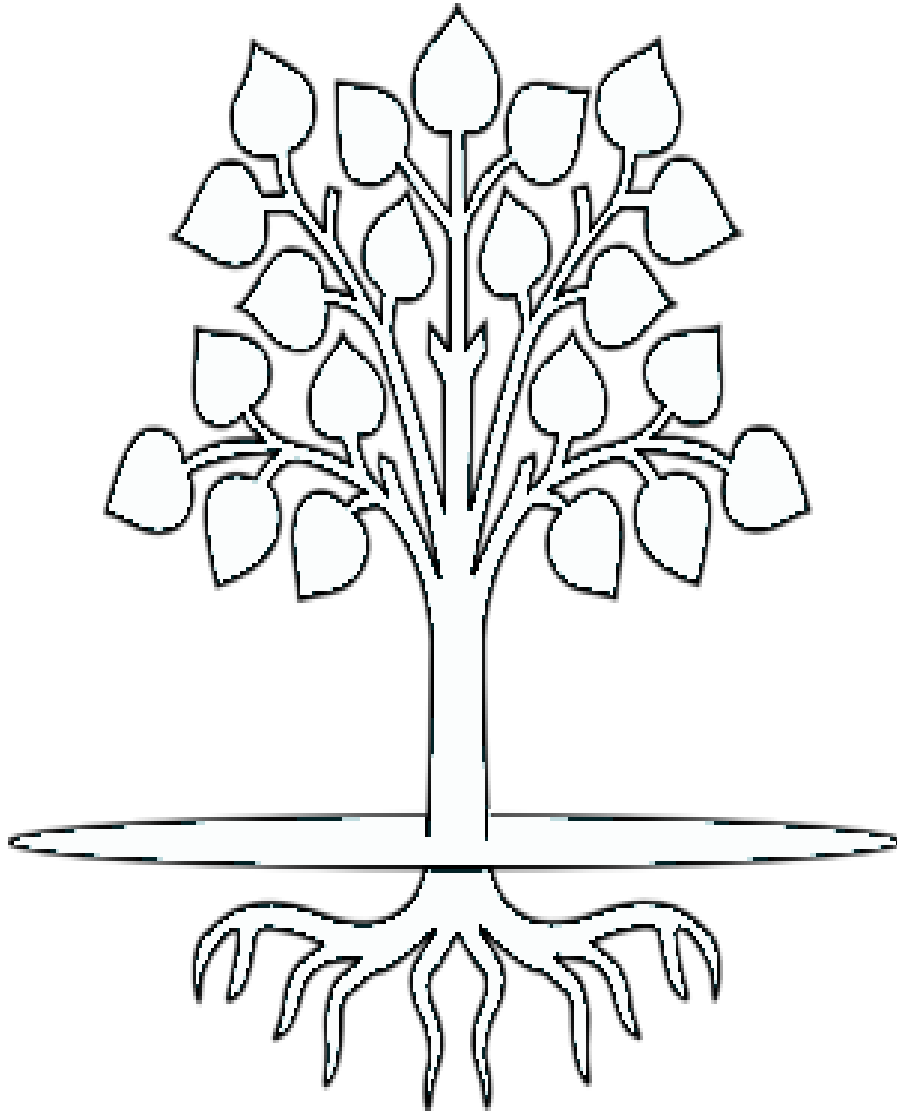
# COMMUNITY ENGAGEMENT TOOL





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# Four Levels of Power



**Everyday politics:**

**Advocating for individual/community redress**

**Winning Policies:**

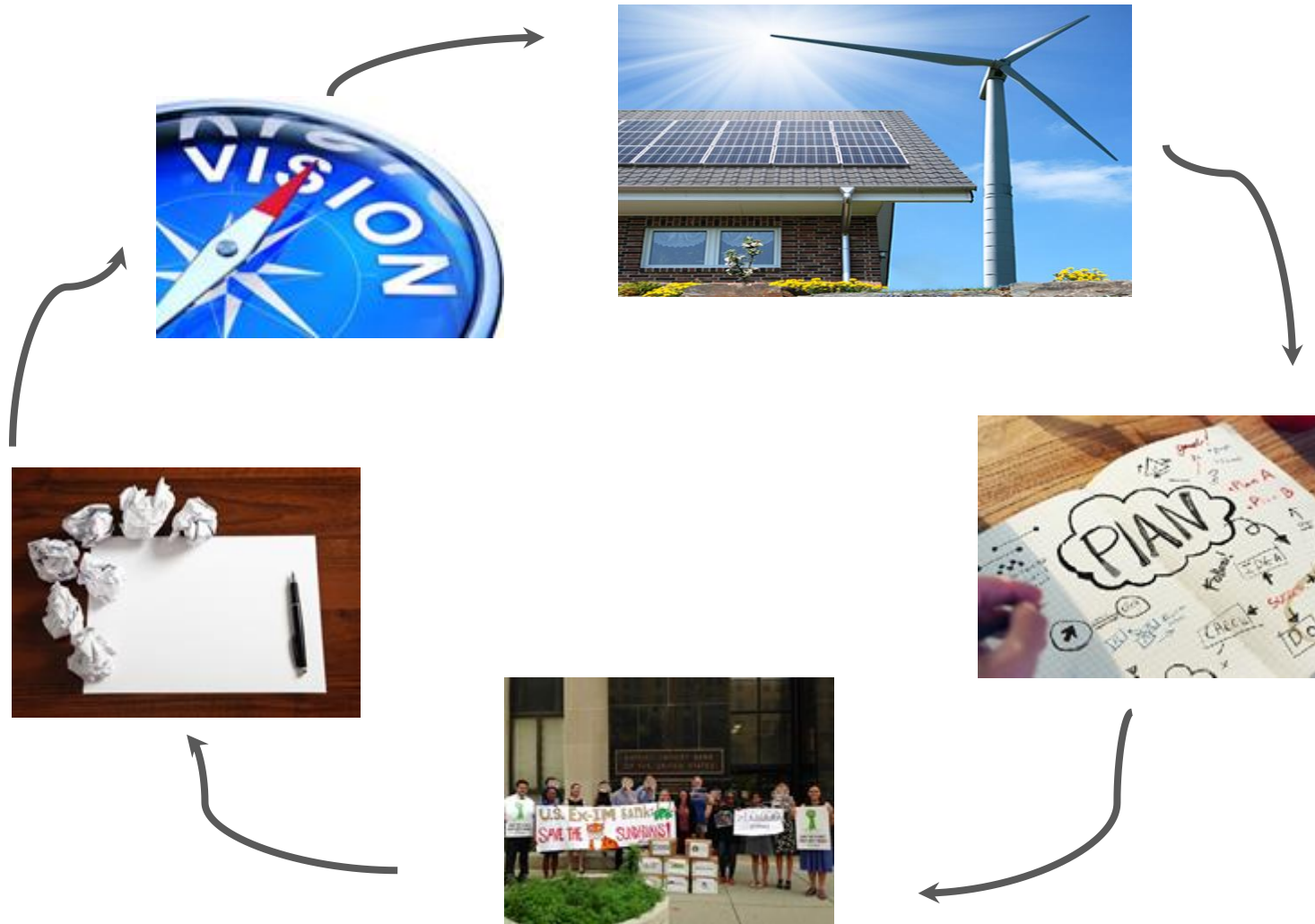
**Protecting whole classes of beneficiaries**

**Structural Power:**

**Changing the playing field**

**Ethical and Epistemic Power:**

**Changing values, beliefs & narratives**





**VISION & VALUES**

**THEORY OF CHANGE**

**CAMPAIGN GOALS**

**Outcome & Milestones**

**POWER/ORG GOALS**

**Teams, Leaders,  
Activists**

**Equity, Justice, Inclusion**

**TARGETS**

**Power Map/Community  
Map**

**CAMPAIGN**

**COMMUNICATION**

**\_\_\_\_\_ Messaging & Org  
Narrative**

**TACTICS**

**Timeline (work plan)**

**BUDGET**



- **Allow necessary time in work plan & to plan**
- **Anticipate resistance to inclusive planning**
- **Acknowledge organizational (and personal) privilege**
- **Ensure opportunities for input are meaningful & authentic and input is incorporated**

**What else?**



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THANK  
YOU!

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