

INTERCHANGE

Public Affairs

MUNICIPAL OFFICIALS' SEMINAR and TRADESHOW CAMPAIGN COLLEGE

**BRANDON
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Objectives

- Review the foundations of effective advocacy
- Explore what it takes to run a winning campaign
- Introduce AMM's advocacy campaign
- Develop local campaign strategies

Foundations of effective advocacy

- Understanding the marketplace
- Competing in the market place
- Winning in the marketplace

The political marketplace



The political marketplace

- Hypercompetitive environment
- Unlimited demands outstrip limited resources

The political marketplace

- Political barter system
- Parties trade favourable political action in return for votes
- Interest groups trade support in return for favourable policies

The political marketplace

- Increasingly complex, sophisticated
 - Political marketing
 - Micro-targeting
 - Real-time news cycle

Competing in the marketplace



Competing in the marketplace

- Campaigning (and winning) in the new environment
 - Developing a simple, focused and relevant storyline
 - Creating political room

A simple and focused storyline

- A clear uncluttered agenda
- Addressing real needs
- Resonating among the population
- Connected to dominant political narratives

Creating political room

- Show broad support for agenda
- Demonstrate that your agenda matters
- Recognize support and denounce indifference

Winning in the political marketplace

- Set realistic objectives
- Listen and engage
- Adapt to evolving circumstances

Realistic objectives

- These may be short term or longer term
- Identify them at the outset
- Measure your success against your objectives

Listen and engage

- Effective advocacy is all about the conversation
- Reach out to your community
- Adapt your message and narrative to local conditions and priorities
- Engage the community in the campaign

Adapt to evolving circumstances

- Don't get caught off-guard, monitor events
- Remain true to your core agenda but be nimble and adapt
- Keep your eye on the prize