Welcome!
We’ll get started shortly.
CAMPAIGNS TRAINING SERIES
FEBRUARY 9, 2021
Try out the chat box, or add your comment

- Tell us where you are tuning in from
Welcome!

Lander Karath  
National Campaigns Manager

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National Campaigns Senior Manager
The National Campaigns Team

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Climate and Campaigns Intern

audubon.org/findyourflock
Use the Chat feature to connect with fellow attendees, share where you're from, or make comments.

Use the Q&A feature to submit questions directly to our panelists.

Audubon Campaigns
In the chat box, ensure your comment will reach the right people!

From the menu, select "All panelists and attendees" to share thoughts and ideas with everybody.
Save The Dates:

• **Ask The Experts**  
  Thursday, February 18, at 4:00 p.m. ET

• **Next Campaigns Webinar**  
  Tuesday, March 9, at 8:00 p.m. ET
Agenda

• What is power?

• How do we define it?

• Analyzing your power with local elected officials

• Analyzing your power with federal elected officials
Chat box exercise

- How do **you** define power? What does power look like to you?
What is Power?

• Power: the ability to get someone to do what you want even if they may not want to do it
Power is the ability to achieve a purpose. Whether or not it is good or bad depends upon the purpose.

DR. MARTIN LUTHER KING, JR.
What power do we have? What power do we need?

- Corporate campaigns are ultimately about money
- Political campaigns are ultimately about votes
- Decision makers also have their own self-interest
Influence

• Influence is being able to ask for something
• Influence may just have one or two people; doesn’t need a movement
• Influence does not build power
Education

- Education is valuable; we’re seeking to inform and persuade
- Education is valuable, but it’s not power
- Education is a tactic
- People can know all the facts and agree, and still vote against your policy
Power

- **Power** is setting the agenda, convincing people to listen to us, making sure they realize that responding to our asks is in their self-interest
- Can we get them to do something they’re not inclined to do?
- Can we make them think of doing something that wasn’t done before?
Audubon's power is you!

- We have members around the country, in every state
- We are in rural, suburban, and urban locations
- We can use power for big change to have decision makers consistently support and champion conservation action
“[J]ust because your elected official will meet with you and likes you doesn’t mean anything if they don’t follow through and they don’t know that you’re going to make them follow through.”

PASADENA AUDUBON
Skill-share: Understanding Power in Local + Federal Campaigns
First Step:

- Identify the ultimate decision maker – who does your campaign target, and what power they respond to
What power do we have, what power do we need

<table>
<thead>
<tr>
<th>FORMS OF POWER</th>
<th>WHAT MATTERS</th>
<th>CAMPAIGN TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGISLATIVE (BALLOT)</td>
<td>YOUR ABILITY TO IMPACT VOTERS ON AN ISSUE</td>
<td>ISSUE CAMPAIGN</td>
</tr>
<tr>
<td>CONSUMER</td>
<td>YOUR ABILITY TO AFFECT PROFITS</td>
<td>CORPORATE</td>
</tr>
<tr>
<td>LEGAL OR REGULATORY</td>
<td>YOUR ABILITY TO ENFORCE LAWS</td>
<td>LEGAL</td>
</tr>
<tr>
<td>DISRUPTIVE</td>
<td>YOUR ABILITY TO STOP AN INSTITUTION FROM WORKING</td>
<td>DISRUPTIVE</td>
</tr>
<tr>
<td>ELECTORAL</td>
<td>YOUR ABILITY TO GET THE ELECTORATE TO VOTE FOR YOUR CANDIDATE</td>
<td>POLITICAL</td>
</tr>
</tbody>
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Power Mapping Decision Makers

- Who does your decision maker listen to?
- What does your decision maker need?

Manual pages 94-95
Local Power Mapping Exercise

- Start your research online for basic biographical information and contact information. Go past the first page of results.
- Follow the decision maker on social media, as well as any related accounts (ie, the city’s official account) and sign up for the newsletter.
- Ask your flock! The more local your decision maker, the better the odds that someone in your flock knows them (or knows someone who knows them).
- Host an event – get together with your flock (on Zoom or in person) to consolidate information.
• Your city or town’s website will have all the basic information you need on your decision maker.

• We’re going to look at Dennis McBride, Mayor of Wauwatosa, Wisconsin
About Mayor McBride

Dennis McBride is Wauwatosa’s 17th Mayor. He is dedicated to guiding the City’s growth in a fiscally responsible way that balances economic growth with maintaining strong neighborhoods and quality city services.

Before becoming Mayor, McBride served 10 years on the Wauwatosa Common Council and two terms as Council President. He also served as Chair of the Council’s Financial Affairs Committee and Transportation Affairs Committee. He was a member of the Village Streetscaping Committee and aldermanic liaison to the Historic Preservation Commission. Before his election as alderman, he served 15 years on the Civil Service Commission, including several terms as Chairman.

A co-founder of Support Our Schools (SOS) Wauwatosa and the Pasadena Neighborhood Association, which he also served as President, McBride was a co-founder of Friends of Hoyt Park & Pool, Inc., which has provided a new community swimming pool and beer garden for Wauwatosa. He has served as Vice President of the Wauwatosa Historical Society and is a volunteer coach for Wauwatosa East High School’s “We the People” team in national competition on the Constitution. For 12 years, he served as Coordinator of the Hedge School at Milwaukee Irish Fest.
Local Power Mapping Exercise

- Who does your decision maker listen to?
- What does your decision maker need?

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### Public Influences
- First term
- Elected April 2020 with 60% of vote
- Def. Ald. Nancy Welch
- Campaigned on preserving the city’s neighborhoods & parks, maintaining the city’s financial strength, investing in roads, sewers and other infrastructure.

### VIP Influences
- 2020 endorsements:
  - Milwaukee Area Labor Council
  - Citizen Action
  - United Auto Workers
  - Campaign website includes individual names/neighbor endorsements

### Personal Influences
- Lawyer, MU Law grad and PT professor
- Community ties (Historical society, coach, Tosa Together)
- Tosa East HS Grad
- St. Matthew’s Evangelical Lutheran Church (Choir)
- Three kids, one grandchild

### Financial Influences
- 2020 election
- Targeted by a PAC from VA ($73,000)

Manual pages 94-95
Federal Power Mapping Exercise

• Despite the larger purview, power mapping federal decision makers entails all the same tactics

• Sources of information may be more readily available online, but personal connections may be limited

• To demonstrate, we’re going to look at Senator Jon Tester from Montana
BIOGRAPHY

Senator Jon Tester is a third-generation Montana farmer, a proud grandfather, and a former school teacher who has deep roots in hard work, responsibility, and accountability.

Jon and his wife Sharia still farm the same land near the town of Big Sandy, Mont., that was homesteaded by Jon's grandparents in 1912. Jon's parents believed public education and family agriculture are the cornerstones of democracy—and those values had a tremendous role in shaping Jon's leadership.

After earning a degree in music from the College of Great Falls, Jon took over the Tester farm in 1973. He also taught music at F.E. Miley Elementary and eventually was elected to the Big Sandy School Board. Fired up by the Montana Legislature's decision to deregulate Montana's power industry (resulting in higher power costs), Jon ran for and was elected to the Montana Senate in 1998.

In 2005, Jon's colleagues chose him to serve as Montana Senate President. The people of Montana then elected Jon to the United States Senate in 2009. They voted to send him back in 2012 and again in 2018.

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@SenatorTester on Twitter

APPROPRIATIONS

The Senate Appropriations Committee is one of the most influential committees in Congress. It ultimately decides where the government spends taxpayer money, and how much it spends. Senator Tester brings the Montana values of accountability, responsibility and transparency to his work on the committee, balancing smart investments in our nation with the need to cut wasteful spending.

Subcommittees:
- Military Construction, Veterans Affairs, and Related Agencies
- Homeland Security (Ranking Member)
- Interior, Environment, and Related Agencies
- Defense
- Agriculture, Rural Development, Food and Drug Administration, and Related Agencies
- Energy and Water Development

BANKING, HOUSING, AND URBAN AFFAIRS

Senator Tester works on legislation related to financial institutions, public and private housing, urban development and mass transit, and related matters on the Senate Banking, Housing, and Urban Affairs Committee. Senator Tester brings a rural perspective to this committee to make sure that laws and policies work for small banks, credit unions, small businesses and consumers in rural America.

Subcommittees:
- Economic Policy
- Housing, Transportation, and Community Development
- Securities, Insurance, and Investment

COMMERCE, SCIENCE, & TRANSPORTATION

On the Senate Commerce, Science, & Transportation Committee, Senator Tester puts Montana's economy front and center as he works across the aisle to strengthen our transportation infrastructure, boost broadband and broadcasting, and fight for higher paying jobs.

Subcommittees:
- Aviation Operations, Safety, and Security
- Communications, Technology, Innovation and the Internet

INDIAN AFFAIRS
Resources for your investigation

- Google
- Ballotpedia.org
- Congress.gov
- FEC.gov
- OpenSecrets.org
- FollowtheMoney.org
- VoteSmart.org
- LegiStorm.com
Federal Power Mapping Exercise

• Who does your decision maker listen to?
• What does your decision maker need?

Manual pages 94-95
Now it's your turn

- Power mapping: pages 94-95 of our manual
- Remember, analyzing power with decision makers spans power + influence
- Give yourself patience and time to practice
Questions/ Thoughts?
Opportunities to take action

• Download the manual

• Next webinar **March 9**, “Spearheading Local Climate Resolutions”

• Talk to your chapter, advocacy committee, and identify two things you want to change. Send them to us at campaigns@audubon.org

• Attend our Ask the Experts on February 18

• Send us your #FindYourFlock photos…
Will you find your flock?

Take a photo and share it with us at campaigns@audubon.org.

Share on social with the hashtag #FindYourFlock.
Photo Credits

Slide 2: Burrowing Owls. Heidi Piccerelli/Audubon Photography Awards
Slide 8: National Audubon Society
Slide 14: Dominic Arenas, Everglades Action Day
Slides 15,16, 17: Luke Franke, National Audubon Society
Slide 34: SF Bay Feminist Bird Club, Dan Brown
Slide 36: National Audubon Society
Thank you!