



Welcome. We'll get started shortly.

We'll be covering material from the **Audubon Advocacy Manual**. Download here: audubon.org/advocacymanual





Audubon

Coalitions & Partners

2021 CAMPAIGNS TRAINING
OCTOBER 12, 2021



Try out the chat box, or add your comment

- Tell us **where** you are tuning in from



Welcome!

Maddox Wolfe
National Campaigns Manager

Erin Meade
National Campaigns Manager



The National Campaigns Team



Marisa Vertrees
National Campaigns
Manager



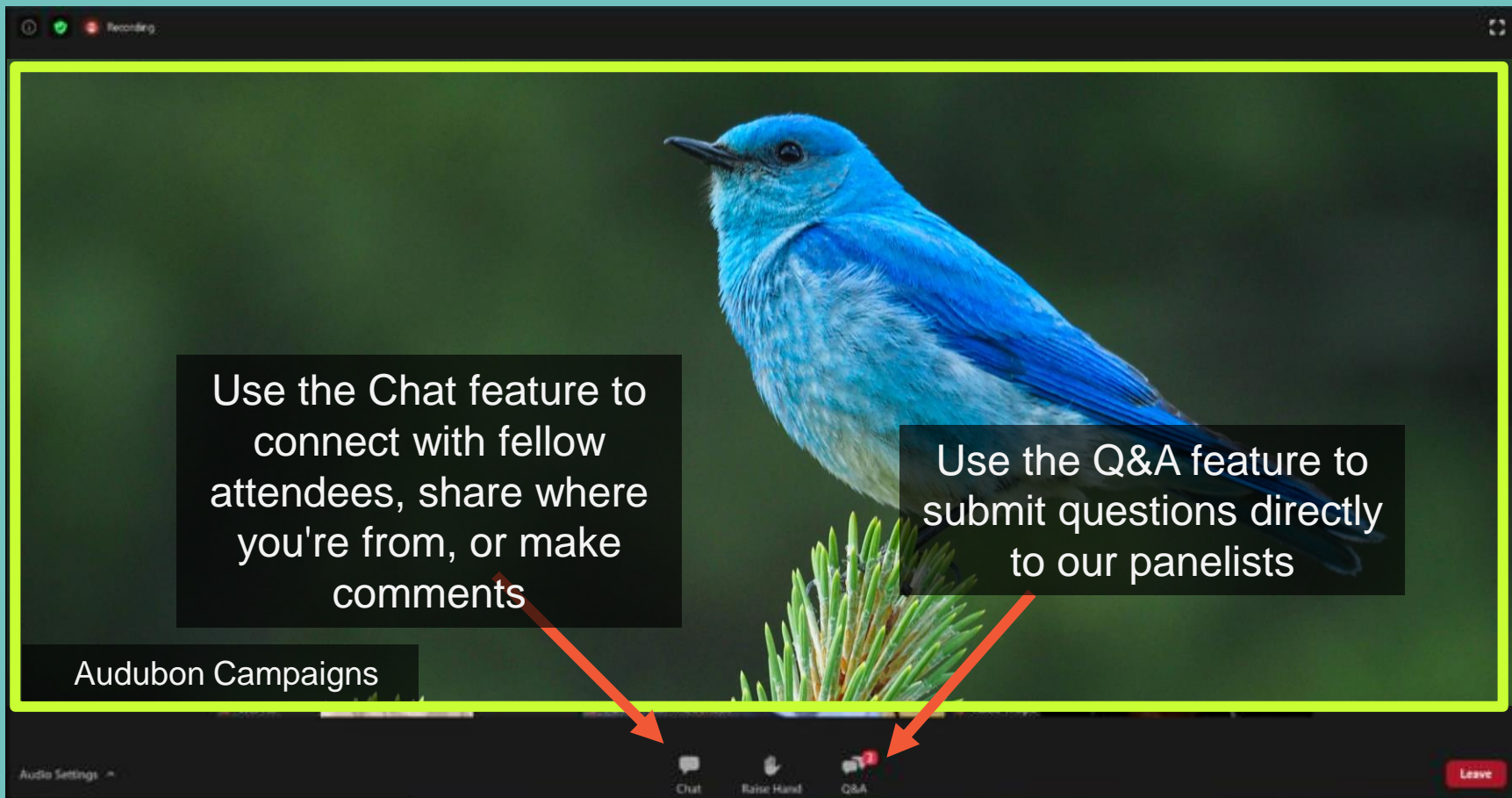
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Recording

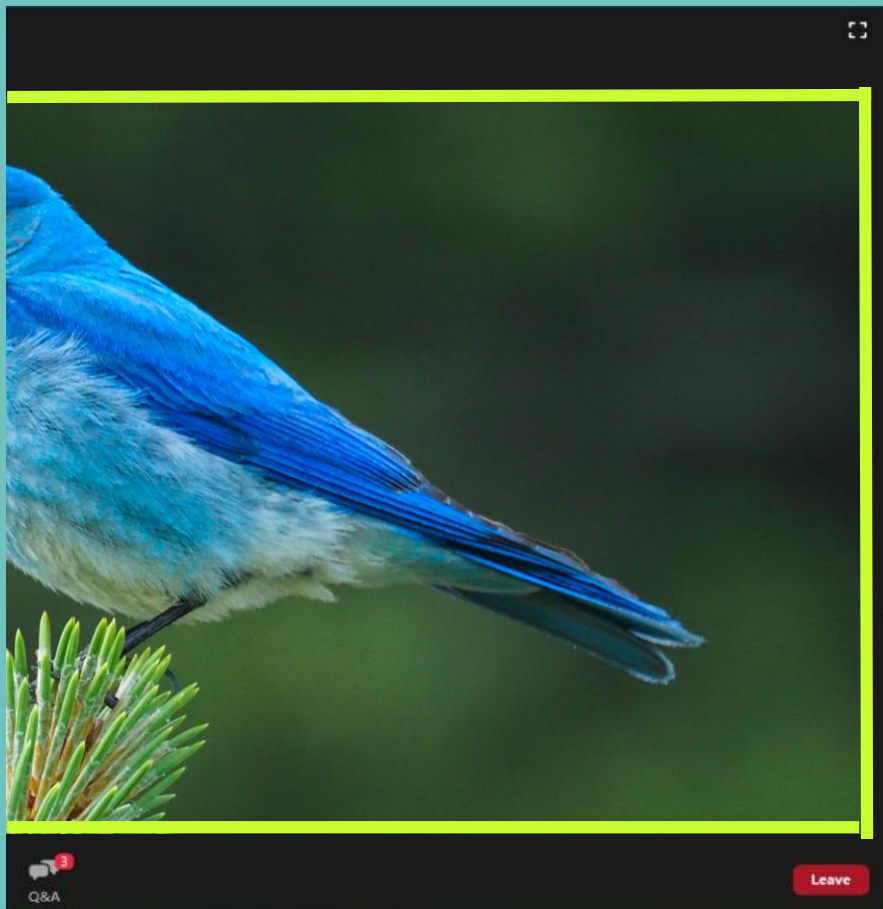
Use the Chat feature to connect with fellow attendees, share where you're from, or make comments

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

Audubon Campaigns

Audio Settings

Chat Raise Hand Q&A Leave



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:

- **Solar Webinar**
Wednesday, Oct 13, 7:00 p.m. ET
- **Next Campaigns Webinar**
Tuesday, Nov 16



Agenda

- Intros
- Overview of Partnerships
- Example Campaign: Arkansas 2019
- The Why, What, and How of Partnerships & Coalitions
- Best Practices for Establishing & Running Coalitions
- Next steps



Goals: Arkansas Solar 2019

1. Long Term

What do you really want?

Example: Combat climate change through adaptation and mitigation in order to protect birds now and into the future.

2. Intermediate

The campaign goal

Example: Pass State Clean Energy Bill

3. Short term

A step towards achieving your intermediate goal.

Example: Secure 3 additional co-sponsors on your bill

Campaign Strategy Chart: Arkansas Solar 2019

Goals	Organizational Considerations	Decision Makers (Targets)	Power Analysis	Tactics
<i>Long Term:</i> Secure conservative support for clean energy and climate legislation in AR.	<i>Resources:</i> -Staff list -Budget (\$50K) -Audubon chapters -Audubon members and email addresses -Audubon Center in Little Rock	<i>Tier 1 Targets:</i> -Governor Hutchinson -Rep. Beck (House 65) -Speaker Shepherd (AR-6) -Senator Lance Eads (7) -Senator Pro Tem Hendren (2) -Senator Dismang (AR-29)	Opponents -Entergy/Utilities -Coops -Coal producers -AR Oil Marketers Association -Stephen's Production (Craig Campbell-Oil)	1. Sign on letters: -businesses and corporations - Local elected officials - Christian Coalition (fly in) - Chapters 2. Sponsor legislator breakfast 3. Letter Writing campaign - 10-20 letters to Governor and tier 1 targets
<i>Intermediate:</i> Pass solar bill in AR to increase adoption in the state, including raising net metering and allowing 3 rd party ownership.	<i>Organizational Gains:</i> -500 new email addresses -2 advocacy trainings in NW AR with 20 new leaders trained	<i>Tier 2 Targets</i> -Chair of PSC Ted Thomas -Lt Governor Tim Griffin - Sen Hester (Walmart district) - Sen Johnson - Rep. Hendren (AR-92) - Rep Meeks (AR 67)	Constituents	4. Rotunda Day/Lobby day: get 50 people to attend 50% of them in priority districts 5. Digital Media: Paid and organic post geo-targeted
<i>Short Term:</i> Defend net metering at the utility commission; secure conservative lead sponsor for solar bill (Wallace)	<i>Internal Considerations:</i> -limited in-state campaign capacity and experience	<i>Tier 3</i> -Mark Lowery	Allies and Partners -Advanced Energy Association (Sierra Club-silent partner) -Arkansas Public Policy Panel -The Nature Conservancy -Walmart -Christian Coalition	

Build Coalition and Partners

- Other impacted businesses, small and large (Walmart)
- Faith-based groups
- Local governments



Impact and Accomplishments: Arkansas

Campaign Goals

1. Pass Solar Access Act SB 145
2. Strategy: Focus on conservative messaging, recruit non-traditional allies such as large corporations and build grassroots power in targeted districts.
3. Major Tactics
 - Corporate Support
 - Christian Coalition Fly-in
 - Targeted grassroots



Arkansas Solar 2019 Coalition

Local Government:

- Pulaski County
- City of Fayetteville

Corporations:

- Mars
- Target
- Unilever
- Walmart

Nonprofits and Associations:

- Audubon Arkansas
- Arkansas River Valley Audubon Society
- Audubon Society of Central Arkansas
- Audubon Society of North Central Arkansas
- Garland County Audubon Society
- Hot Springs Village Audubon Society
- Northwest Arkansas Audubon Society
- Arkansas Advanced Energy Association (AAEA)
- Arkansas Citizens First Congress
- Arkansas Interfaith Power and Light
- Arkansas Sierra Club
- Arkansas Chapter of the Associated General Contractors of America, Inc.
- County Judges Association of Arkansas
- University of Arkansas- Young Democrats
- University of Arkansas- Little Rock Young Democrats

Small Businesses:

- Add Sum Balloons, LLC
- Apple Blossom
- Arkansas Citizens First Congress
- Arkansas Interfaith Power & Light
- Asphalt Stripping Service, LLC
- Box Turtle
- Community Bakery
- Core Brewing Co.
- Custom Trophies
- Damgoode Pies
- Dickson Street Bookshop
- Dickson Street Liquor
- Dog Party USA
- Dos Rocas Beer & Tacos
- El Sol Mexican Restaurant
- Electric Ghost
- Fayettechill
- French Metro Antiques
- Gearhead Outfitters
- Hall N Ash
- Hillcrest Gallery
- Loblolly Creamery
- Luxe
- Moxy Modern Mercantile
- Mylo Coffee Company
- Penguin Ed's
- Petra Cafe
- Phantom Palm
- Reinvented Vintage
- Root Cafe
- Something Urban
- Stone Mill Bread
- Studio 3
- The Green Corner Store
- The Meteor
- The Mustache Goods & Wears
- Tread Light Electric, LLC
- Wedington Animal Hospital
- Wilson Enterprises



The Results of Our Win

- Arkansas jumped up several spots to be 23rd in the US in solar production in 2020
- Teacher raises in Batesville School District
- Lasting change – defended the bill in 2020 and 2021
- Increased membership for Audubon Arkansas



Chat Box

- What do you notice about the partners from this campaign?
- Are there any partners you're surprised to see or not see on the list?



Taking a closer look



Interactive Exercise

Review of Coalition Principle

- The Why, Who, and How of building coalitions

Chat box Exercise

- Your chance to apply that principle to our campaign in Arkansas



Why start or join a coalition?

- Groups of groups
- Different & complementary skill sets
- Power
- Access to resources
- Diverse membership, viewpoints, experiences



Chat box: Why do you think Audubon Arkansas started a coalition?

- Power of corporate partners in the state (Walmart)
- Diverse voices (Christian Coalition, small businesses, wildlife groups, College Democrats)
- Increased capacity & resources



Who to recruit to a coalition?

- Re-evaluate traditional partners
- Identify new or different partners needed
- Consider geography



Chat box: Who do you think Audubon Arkansas reached out to for this coalition?

- Geography – getting beyond Little Rock & Fayetteville, including local governments
- Walmart is interwoven into AR history & current (largest employer, historically influential in the state)
- Existing constituencies – religious groups, college and youth-led groups



How do I approach & recruit coalition partners?

- Research existing groups & coalitions
- Start with listening to understand
- Identify or establish shared goals
- Build relationships & starting small



Chat box: How do you think Audubon Arkansas secured partners?

- Research & networking – revealed Walmart's interest in solar energy
- Outreach plan – direct outreach to large numbers of potential partners
- Groups of groups – faith-based organizations



Chat Box: Think back

Look at the coalition list and outcomes one more time – do you see any unexpected outcomes on the win list?

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EDUCATION

Batesville schools able to increase teacher pay thanks to going solar

In two years alone, the district has already saved upward of \$1-million thanks to the 100+ solar panels on school property.



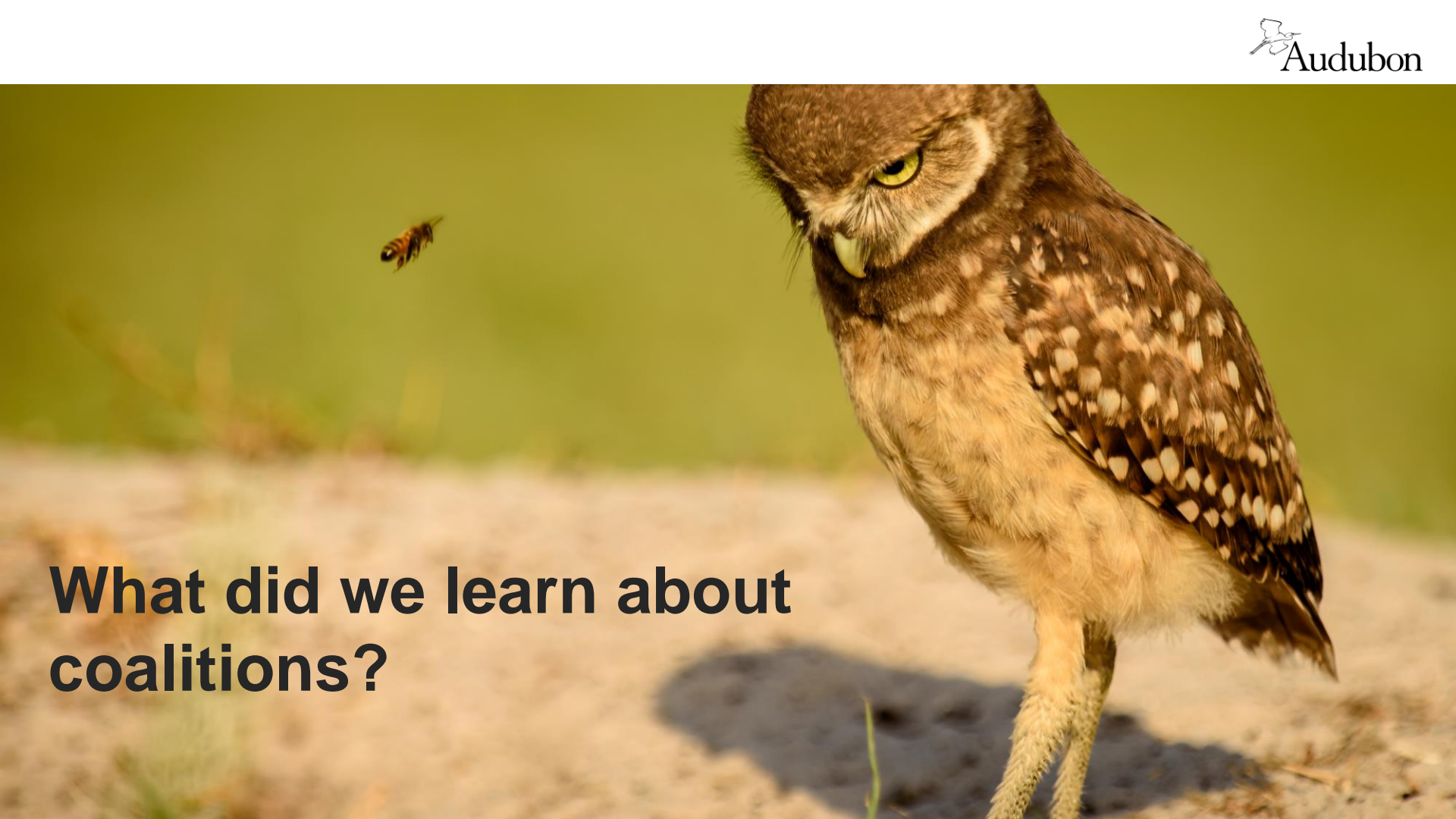
Audubon Center In Little Rock To Be Powered Entirely By Solar Array

By TALK BUSINESS & POLITICS STAFF • APR. 14, 2021

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Audubon Arkansas Board Chair Anna Warwick Riggs, State & Local Climate Strategy Director Gary Moody, National Audubon Society/Gary Moody and state Rep. Denise Jones Ennett at Tuesday's ribbon-cutting ceremony.



**What did we learn about
coalitions?**

Common Pitfalls to Avoid

- Working with only the same groups as usual
- Failing to listen and compromise
- Avoiding conflict, not addressing points of contention between groups
- Rushing the process, structure, and/or goals

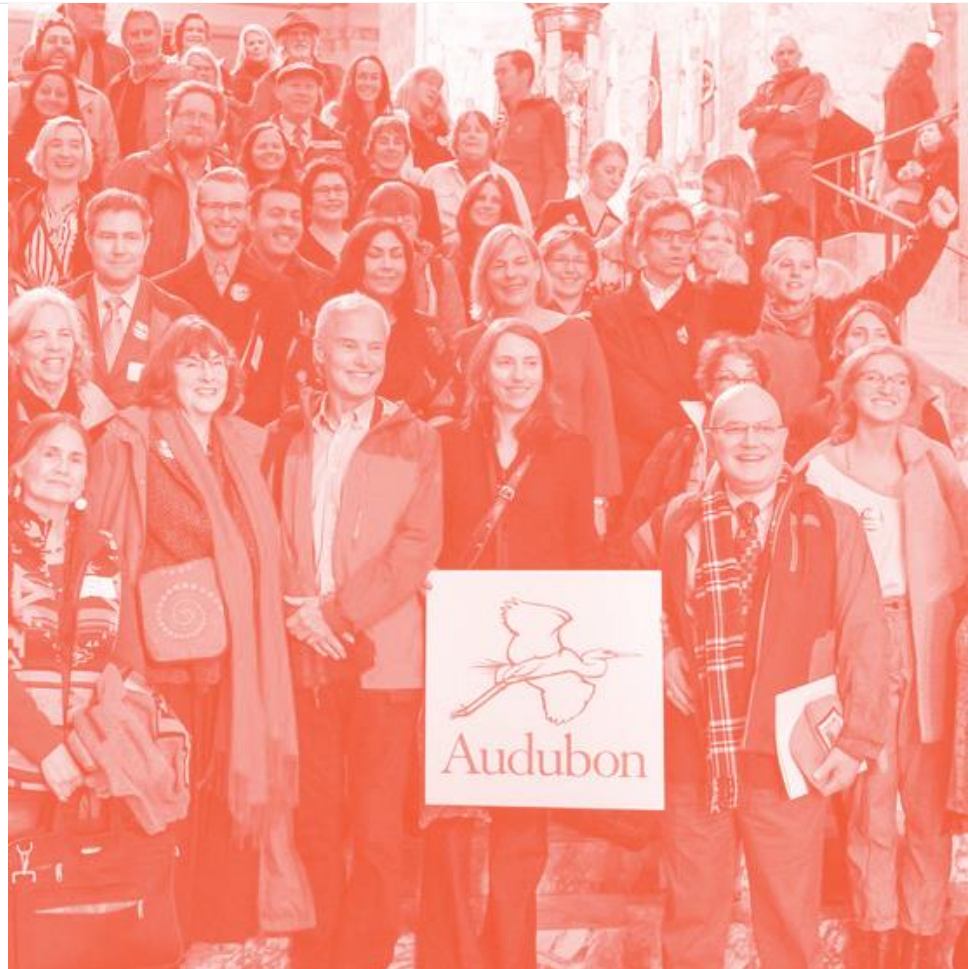


Best Practices

- Take your time!
- Focus your goals and coalition for one campaign
- Base recruitment in thorough research
- Commit to trust, honesty, and openness from members
- Comfort with discomfort
- Establish clear structures & expectations from the start



Questions/ Thoughts?



Opportunities to take action now:

- Take the survey!
[Audubon.org/FYFSurvey](https://audubon.org/FYFSurvey)
- Download the Advocacy Manual:
audubon.org/AdvocacyManual
- Join the Community:
audubon.org/FindYourFlock



A large flock of white geese is captured in flight over a body of water. The geese are in various stages of flight, with some showing their dark wingtips and red webbed feet. The background features a clear blue sky and distant mountains. The overall scene is vibrant and dynamic.

Thank you.

Photo Credits

Slide 1: Snow Goose. Photo: Robert Shupak/
Audubon Photography Awards.

Slide 2: National Audubon Society, staff

Slide 5: Luke Franke/National Audubon Society.

Slide 7,8: Washington State Environmental Lobby Day, Luke Franke/
National Audubon Society.

Slide 8: National Audubon Society.

Slide 10: National Audubon Society.

Slide 15: Julia Rendleman, National Audubon Society.

Slide 27: Johnson-Sauk Trail State Recreation area, Henry County, Illinois. Jill Bartlet

Slide 32: Ross's Goose and Snow Goose. Photo: Gary Grossman/
Audubon Photography Awards