

Step 1: Pick up to two potential election interventions

DIRECTIONS: *Given the set-back you faced with your campaign for the Win-Win-Win proposal, your coalition has decided it needs to get involved in the political process for the upcoming elections in the city of Civilkollegium. But how? Below are seven options your coalition is debating. You only have limited capacity so pick no more than two options.*

OPTION 1:

Support the Mayor's re-election campaign. The Mayor—a member of the Social Democratic party—has been disappointing in how he has handled the “Win-Win-Win” proposal that was developed by your coalition in cooperation with him and his staff. When he removed the issue from the city council agenda it was a big blow to your campaign. However, there is still hope that he might do the right thing if he is re-elected, and members of his staff have been quietly telling people in your coalition, “once this election is over, we will get this thing done. Just be patient.” His office is clearly nervous about the fact that he is being challenged by a local bar owner named “Pepé,” whose politics represent a strange blend of left and right-wing populism.



OPTION 2:

Support a high profile challenger to the mayor. The Mayor has drawn a potentially difficult challenge from an independent candidate—a flamboyant bar owner known widely throughout the city simply by his nickname “Pepé.” Pepé is a bit of a local celebrity and has a knack for getting media coverage, but less of a talent for policy detail. When a member of your coalition met with him, he was friendly but would not commit on the Win-Win-Win proposal. For all his faults, the biggest thing that Pepé has going for him is that it is actually quite possible to imagine his brand of loud, in-your-face (and funny) politics could be quite popular with the citizens of the city.



OPTION 3:

Stay neutral. Focus on organizing candidate forums to highlight your issue campaign. Your coalition feels that the best way to ensure that the Win-Win-Win proposal gets passed—no matter who ends up being the mayor—is to organize opportunities to get the candidates on record in support of the issue during the election campaign. The strategy is to use these forums to raise the profile of the issue, and to get media to cover the issue. Besides representing a lot of organizing work, this strategy runs the risk of failure due to the fact that the main candidates may not show up, and there is no guarantee the media will cover the issue—especially since the media seems all too likely to be distracted by covering whatever outrageous thing Pepé says from day to day.



OPTION 4:

Support a challenger to the mayor who comes from your coalition even though she is not likely to win. Though the media is only focused on Pepé, the mayor does have another challenger: **Speranza Malik-Khan**. The daughter of migrants who moved to the city 25 years ago, she is young, hard working, and a very active member in the community. She works as a community development worker in the predominantly migrant and Roma neighborhood of Forestwood in Civilkollegium, and she has played a leading role in the Win-Win-Win coalition. Unfortunately, she has very little money and no election organization of any kind, which means her chances of winning against the mayor—who will be running with the full support of his party—are quite low.



OPTION 5:

Support a group of candidates running for the city council who support our issue. The mayor's seat is not the only one that could change this year; the city council is also up for re-election and there is a new crop of people running for office in Civilkollegium. **Lucia Slavenka** is a local activist engaged in fights over neighborhood development policies. **Marta Kovačova**, is a community organizer with deep roots in the Roma community of Civilkollegium. **Tomas Schwartzberg** is a local college professor with a background in public policy. They have some things in common: they are all running as independent candidates, they all have some connection to your coalition, and they all generally embrace the idea of “shaking up the status quo in the city.”



However, the city council has 10 members, so even if all three candidate won, you would not have a majority on the council, but these would be three solid supporters of your proposal. Also complicating matters, none of the people these candidates are running against have taken a position for or against the Win-Win-Win proposal (since it has not come to a vote). Therefore it won't be particularly easy to paint their opponents as “on the wrong side” of your issue.

OPTION 6:

Form your own political party/platform, run your own candidates. It has become clear to you that simply supporting independent candidates is not an effective long-term strategy for your coalition, both because your ability to provide support to “our” candidates is limited, and because it is hard to communicate a clear message to the public about what “we” stand for. Therefore, one idea you are considering is to form your own political party/platform to compete in the upcoming elections. The challenge with this option is that forming a party/platform is a big task. The election rules require you to collect 5000 signatures within the next three months to qualify to be on the ballot, and it is not clear to you that you should devote your resources to this.



OPTION 7:

Run a grassroots campaign to educate the community on the importance of voting. Do not take a position on any candidates or parties, focus on a door-to-door campaign encouraging voters to turnout in the election.



Step 2: Allocate your volunteer hours

DIRECTIONS: *as a coalition, your biggest resource is “people power.” You estimate that between now and the election your coalition can mobilize 1000 hours of volunteer time. Considering your chosen election intervention(s) from Step 1, make a budget for how you want to use those hours. Some examples of activities are provided, but feel free to create other activities as well.*

Activity	Hours	Notes
Knocking on doors in target neighborhoods		
Making telephone calls		
Handing out fliers at bus stops		
Organizing public events		
TOTAL	1000	

Step 3: Plan your fundraising goals

DIRECTIONS: whatever kind of grassroots community work we are doing, we need money to do it! Therefore, make a plan for how much money you are going to raise, and how you are going to do it. See the example below, and add other ideas of your own.

Activity	Amount	Notes
Ask each member of the 10 person coalition coordinating team to contribute €50.	€500	
TOTAL		

Step 4: Play your campaign “wild cards”

DIRECTIONS: *An important part of successful election interventions—no matter what kind—is having the right people supporting your work. Use this opportunity to “invent” two important members of the community you need to recruit to your campaign. They may be high profile community leaders, or a neighborhood leader with a large network, or anyone else you feel your campaign needs.*

Community Leader #1:

- Who are you recruiting to support your chosen election intervention(s)?
- Why is their support important?
- What you are you going to do to recruit them to support your election interventions?

Community Leader #2:

- Who are you recruiting to support your chosen election intervention(s)?
- Why is their support important?
- What you are you going to do to recruit them to support your election interventions?

DIRECTIONS: *What else? Is there something else you think your campaign needs to be successful? Use this space to describe any other ideas you have to build a successful election intervention.*

- What other actions/activities does your coalition need to take?
- Why is this important for success?