

Wk 2: Gordon Lafer: Strategic Campaign Planning 2/20/12 2:54

Strategic Campaign Planning Session Notes

March 18, 2012—10:30am

Dr. Gordon Lafer, LERC

Introductions—30 people in attendance. No livestream/recording available

How would you come up with a plan between now and November and how do you get there.

How to have ambitious plan to actually win something.

AGENDA for session

What kind of goals make sense for this year

How many people will be needed to achieve those goals

Organizing tools that might be useful to imagine end game

Assessing targets

If making 6 month plan, how do you plan the components of that plan:
coordinated plan

Groups—broke into groups based upon which of the following categories you felt was most important to OE in next 6 months to a year?

1. raise public awareness and build the size of the movement.
2. get good people elected to gov't and pressure public officials to do the right thing
3. create our own 'new society' by developing small scale local or producer co-ops
4. support national days of action called by other occupy groups
5. challenging/change specific corporate behaviors thru direct action
nonviolent actions

--discussion about one group leading to the other, etc.

--strengths/weaknesses of each. All legitimate choices. Need to make choices.

--Coalesce around issues in order to be flexible.

JS-direct action is the tool, movement building is the machine—can't separate

Move from issues to strategies. Movement bldg. as principle for doing all the other things

-most people aware, just not doing anything about it. Need good things for people to plug into beyond awareness.

-need groundswell to make change: mandate from the people

rest of training will focus on direct action and movement building
can't just go back to where we were before re: OWS. First time, place to challenge can't be recreated. Need to win something to build movement.

Suppose goal is to stop foreclosures in Eugene by November.

Cynical toward politicians and ability to change.

Can't change the hand, but can play the hand smart.

Potential goals and how to evaluate them

A. How many people needed to be serious activists/accomplish to win?

B. How many people could you get tomorrow?

Sample issues and answers to A & B above:

1. STOP FORECLOSURES—all existing mortgages reset to market terms
--200-1000 show up to homes; 40-50 now

1.5 shut down bank of America and turn it unprofitable to operate in Eugene

- 90 activists to get campaign going; 30 now

2. STOP THE COAL TRAIN

3. FORCE MCKENZIE-WILLAMETTE HOSPITAL -free care to seniors w/o insurance

4. FORCE PROVIDENCE TO PROVIDE free medications

5. HOUSE PEOPLE BY SQUATTING unoccupied private dwellings/
 developments/ industrial buildings
 --300 people roughly needed--25-30 people now

5.5 homeless shelter/tent city, etc.
 20k in favor of it; 1k to defend it; 100 ready to go

6. REFERENDUM—national ballot initiative
 --1000 signatures to qualify; 175k sigs needed; 12 people from each of 46
 OR occupy to gather signatures (just to get it on ballot; not to win vote)

7. TRIANGLE LAKE—end ariel spraying
 800 people; 300 really committed folks; 100 people ready to go

8. more staff funding for schools

--need to be very honest with what your numbers are and capacities....

POTENTIAL SOURCES FOR ACTIVISTS GRID

	Goal	Goal	Goal
Homeless activists	100		
Homeowners			
Seniors	100		
Parents of school kids	30		
Churches/faith	50		
Unions			
Immigrant groups			

College/HS students			
Other?			

- March April May June July Aug Sept Oct Nov
- Actions 20 ... 500 1000
- Rsch/lgl
- Mini-successes

What does organizing structure look like?

Need 50 people to say I will take 20 people and bring them in: to recruit people. I will stay in touch with these people, and plan things in a way that is representative of the level and issues relevant to the 20 folks you are bringing in. the people I talk to will come out to an event for A, but not B. call them or talk to them on personal level. Having an event on wed. it's really important and we need you to come. Can you come? Develop ways to be accountable (I'll meet you on the corner and we can go together).

May need to refine continuously. Accountability includes what works, what doesn't work. Be honest. Where are you gaining members, or not. We need folks from the city union, we think you have those connections and can get 20 people from there.

--Build commitment and trust amongst new folks.

WHY SHOULD WE FOCUS ON ONE OR TWO GOALS/CAMPAIGNS?

Any of these goals or issues are so hard to win, that the number of people and force would be uphill to win just one of them. 2 would be max capable of success. Any more would be to piss away energy on many fronts, or be an organization that takes positions on things but doesn't want to win on a particular issue/goal. Serious attempt at having enough power to win/change something. Going to take everyone we can get to do just one of these things.

**What should criteria be for choosing that campaign?

**What process do we use to make choosing process inclusive and fair?

Even if person doesn't favor chosen campaign, educate on why issue is important and why fair/democratic process was important to choosing that campaign. Sometimes will require people to give up their favorite thing for good of the movement.

JF thinks it inevitable that we prioritize and choose campaigns to work on. Maybe use survey to determine those campaigns/issues

Jan—highly skeptical of narrowing issues. What is unique is umbrella group that has variety of people and issues brought together to commonality. Single-issue organizations remain small b/c of narrow focus in this town.

Sabra—hybrid approach possible? Star one or two issues that have enough mass appeal amongst us, as long as we don't do something to crush all the other issues that are going on at this point. Use the smaller groups as recruitment zones for starred campaigns, but don't do away w/ it.

Martin—folks continuing to do lots of things. Need place to have different things to focus on culture, community, etc. Can't continue as we are doing it. We are losing focus, or center. Need real agreement. And structure to incorporate into.

Mary—need hybrid model between issues/passions. Pick one goal to do as real campaign issues but support local smaller issues. People come together on main--wider issue, and still have individuals willing to work on their issues.

Ann—doesn't want to relinquish personal issue advocacy, but willing to come to actions of other issues in solidarity, but main focus would continue to be homelessness, and would expect people to come when homelessness needs folks.

Jamil—need principles, agreement that we want to focus our energies in some way to have positive growth/development within organization. The profusion of single issues is the precise reason we are not winning any of them. Wants to see campaign that affects marginal community, communities of color, etc. to develop power that could benefit other movements. Current is not working at all.

Gordon L—if there is a way to pick a couple of issues to resonate with banks and 1% and this year, we are going to go after them here... Have more power to achieve something that involves growth. Go back to unifying feeling of encampment.....

Greg—bat at flies of rotting carcass wasting our time w/ finite energy and time. Need to look at systematic causes very pointedly. \$ and politics to bring back democratic system or counter-balance Citizens United.

Lee—persuaded on all sides. Not even concerned w/ which way we go, but am concerned with figuring out what we are going to do and advocate for building consensus. Survey and feedback over email?

CRITERIA FOR PICKING GOALS TO FOCUS ON (bold = top 3 choices)

******--winnable with realistic resources**

--doesn't exclude groups now active in occupy

******--goes to a root issue**

--includes multiple short term pay offs

--tied to occupy wall street

--creates links with marginal or communities of color

******--grows movement/ draws in new people**

--addresses issues not being addressed by existing groups

--issues that cause most harm

--holds participants interest

top 3 should be among the criteria used to evaluate what our goals/campaigns are.

What is the right fight to pick? Something barely winnable (don't low-ball); grow the movement immediately so get more militant while building the movement so you have numbers when you take on the more militant tactics as push comes to shove in a campaign.

Existing comms could see their pet issue through the lens of the chosen campaign. Homelessness: root cause ties to corporate dominance, etc/chosen campaign we are focusing on at this time. Continue to work on their issues but PIVOT to the central issues chosen.

NEXT STEPS in planning

- 1.. need to survey group about what is important
2. discussion priorities
3. assess vulnerabilities of targets
4. develop sample campaign rsch/facts/history/tactics incl ows component
5. recruit a lot more people
6. start regular events
7. each talk to 20 people about a campaign/issue

Are we going to narrow focus or not?

If so, what issues/goals do we focus on for next 6 mos.?

And how will you make that process fair and inclusive?

SHOULD BE DONE IN THE NEXT MONTH

Set deadline for campaigns or individuals to submit reasonably fleshed out proposals for OE campaigns

First decision point is do we want to narrow it and how many?

LR--Campaign proposal submissions within 2 weeks. Submit proposals through legal/rsch committee to review, assimilate, organize them

-come up with criteria for proposals (discussed earlier today) and address all our criteria listed above....send out that stuff asap. 'Request for campaign proposal submissions'—WHO WILL WRITE THIS UP??

Then publicize everywhere that:

DEADLINE FOR SUBMISSIONS IS XX

1ST GA --would be 5 minute proposals (some proposals may be combined or deemed unworkable at this time)

2ND GA-- Make decision on whether to narrow and to how many; then depending on outcome of that decision, select semi finals—narrow to 4 goals

3RD GA would be final choice for campaign goals.

Then finalize draft campaign plan to bring back to the GA and all committees

legal/rsch comm at wed. at 5pm to follow up on process and submissions.

We will screen the submissions and attempt to merge or high-grade similar ones so we don't have 100 proposals.

Prioritizing the queue of ideas for those ideas not selected as our current campaign(s).