

★ TRANSFORMING PUBLIC WILL INTO POLITICAL POWER

Vincent DeMarco

- Business
- public health
- Faith initiatives
- 501(c)(4)s

Q How to apply to a non-revenue generating issue?
 A focus on Step 3 - We're all better off, we all suffer

Q Resources for strategy analysis?
 A Niel Brundigen MD

Family Assessment Alliance

- Have a plan-based on evidence
- Where do Dem/Rep stand on the issue?
- Where does the public stand?

organize - reach out to organizations

• Earned media
 • Paid media



• use 501(c)(4)s

- Press Conferences
- Rallies
- Hearings

1 Come up w/ an evidenced-based plan

2 Do a good public interest poll

3 Build a powerful coalition

4 Use the media to the hilt

5 Make your issue an election issue

6 Go to the legislature

Q What is our strong message?
 A Have to do it in a way that engages the public



public will is usually there

• Use a resolution - 1 page to summarize problem and solution

• get to know reporters
 • have a good story

• turn resolution into a candidate's legislative resolution

• PRAISE!
 • ACCOUNTABILITY!

Q Does the process change social norms w/ enacting legislation?
 A Yes

• app to answer questions

Q How specific does it have to be?
 A In the end - has to be specific - do you want to address one part or whole issue

• Use your coalition and descend upon candidates

Q Suggestions when there is not much evidence.
 A Look at one policy that addresses what you are trying to do

Q Most effective unit of change?
 A Work of local jurisdictions to build what is the problem? Best way to solve? Best unit?

get as close to the legislature as possible