

## Sample Strategies by Stakeholder

These are examples of types of strategies different stakeholders might use. This list is not exhaustive, nor are the categories strictly exclusive; you might consider a member-driven op-ed campaign to be both a “grassroots” strategy and a “media” strategy, for example. Private interest groups and public interest groups—subcategories of advocacy organizations—might deploy similar strategies, conditional on their resources and their organizational strengths/limitations. The specific strategies that actors pursue will be based on these factors and the political environment in which they are operating.

	<b>Grassroots:</b> Activating local members, individuals, or groups to reach out to legislators is less direct than traditional lobbying; this “bottom-up” approach can be an effective complement or, in some cases, a preferred strategy.	<b>Media:</b> Be specific about what message you intend to communicate through popular media, who the target audience is, and who the messenger is. A realistic media strategy is going to be highly contingent on your available resources.	<b>Legislative:</b> Manipulating the legislative process requires understanding <i>who</i> has the power to move the needle, <i>what</i> can be done to persuade them, and <i>where</i> in the legislative process you have an opportunity to effect change.
<b>Elected Officials:</b> Motivated by constituent interests, desire for reelection, pursuit of power. Members of Congress, the President, state legislators, governors.	Elected officials don't really <i>engage</i> in grassroots advocacy, as they're often the <i>targets</i> of such advocacy. However, they may find it worthwhile to meet with grassroots-oriented advocacy organizations; these organizations can be valuable partners while pursuing policy goals, reelection, etc.	Getting time on air (television, radio, podcast?); press conferences (how will you get people to pay attention?); writing an op-ed (where should it be placed?); coordinated social media campaigns (what is the strategy for making it go viral?)	Hold hearings on an issue of interest (ideal witnesses?); offer desired amendments (what? who will support?) in committee/on the floor; offer “poison pill” amendments (what?) to derail a bill; persuade colleagues to support/oppose legislation (how?); extract concessions or promises from leadership; filibuster; public letters
<b>Private Interest Groups:</b> Industry organizations/trade associations. AHIP, AMA, Chamber of Commerce, NFIB, PhRMA.	Disseminate educational resources to members; coordinate congressional “fly-outs”; activate contributors and volunteers to campaign for issue (door-knocking, letter writing, phone banks); voter registration/get-out-the-vote efforts; mobilizing voter turnout for key elections/ballot initiatives/referenda	Buy media advertising on issue (what message?); get politically influential experts/public figures to speak out (who?); motivate members to write op-eds (how?); coordinated social media campaigns; try to elicit media coverage by holding rallies/protests/events or publishing reports	Direct lobbying of key actors: meetings (who, what are your asks, and how will you persuade?); public letters, donations; indirect lobbying (through partner organizations, for example); dissemination of supportive policy “research” to key staff/offices; writing model legislation
<b>Public Interest Groups:</b> Advocacy organizations that are <i>not</i> (directly) tied to specific industry interests. AARP, ACLU, FreedomWorks, MoveOn.org, NRA.			

Note that this table does not cover **coalition-building**, which is an important strategic consideration that can be used to bolster most of these strategies. Interest groups with shared goals can coordinate and act as a group. Legislators can act as coalitions, too; this can be formal (consider the House Freedom Caucus and other caucuses), or informal. If you are going to articulate a coalition-based strategy, you should be clear about *what* the shared mission is, *who* is going to be in your coalition (and why you think they'll be receptive to joining/what these potential coalition partners bring to the table), and *how* you intend to exercise influence as a coalition (there is strength in numbers, but which strategies specifically are you planning to amplify?).

In general, we give you discrete cases where there's a concrete bill in play and loosely-structured timeline based on actual history. In the real world, you'll want to pay attention to moving “vehicles:” Is there an upcoming piece of “must-pass” legislation? Can you get your priority attached to it? Is time urgency (e.g., expiring funding or authorizations) on your side or hurting you?