



Welcome!
We'll get started shortly.



The background of the entire image is a photograph of two owls in a field of tall green grass. The owl on the left is in the foreground, facing the camera with its mouth wide open in a hoot. It has brown and white mottled feathers. The owl on the right is partially visible behind it, also with its mouth open, showing a yellow eye. The word "POWER!" is overlaid in large white letters on the right side of the image.

POWER!

CAMPAIGNS TRAINING SERIES

FEBRUARY 9, 2021

Try out the chat box, or add your comment

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



Welcome!

Lander Karath
National Campaigns Manager

Erin Meade
National Campaigns Senior Manager



The National Campaigns Team



Claire Douglass
Senior Director, National
Campaigns



Greg Taylor
National Campaigns
Project Manager



Maddox Wolfe
National Campaigns
Manager



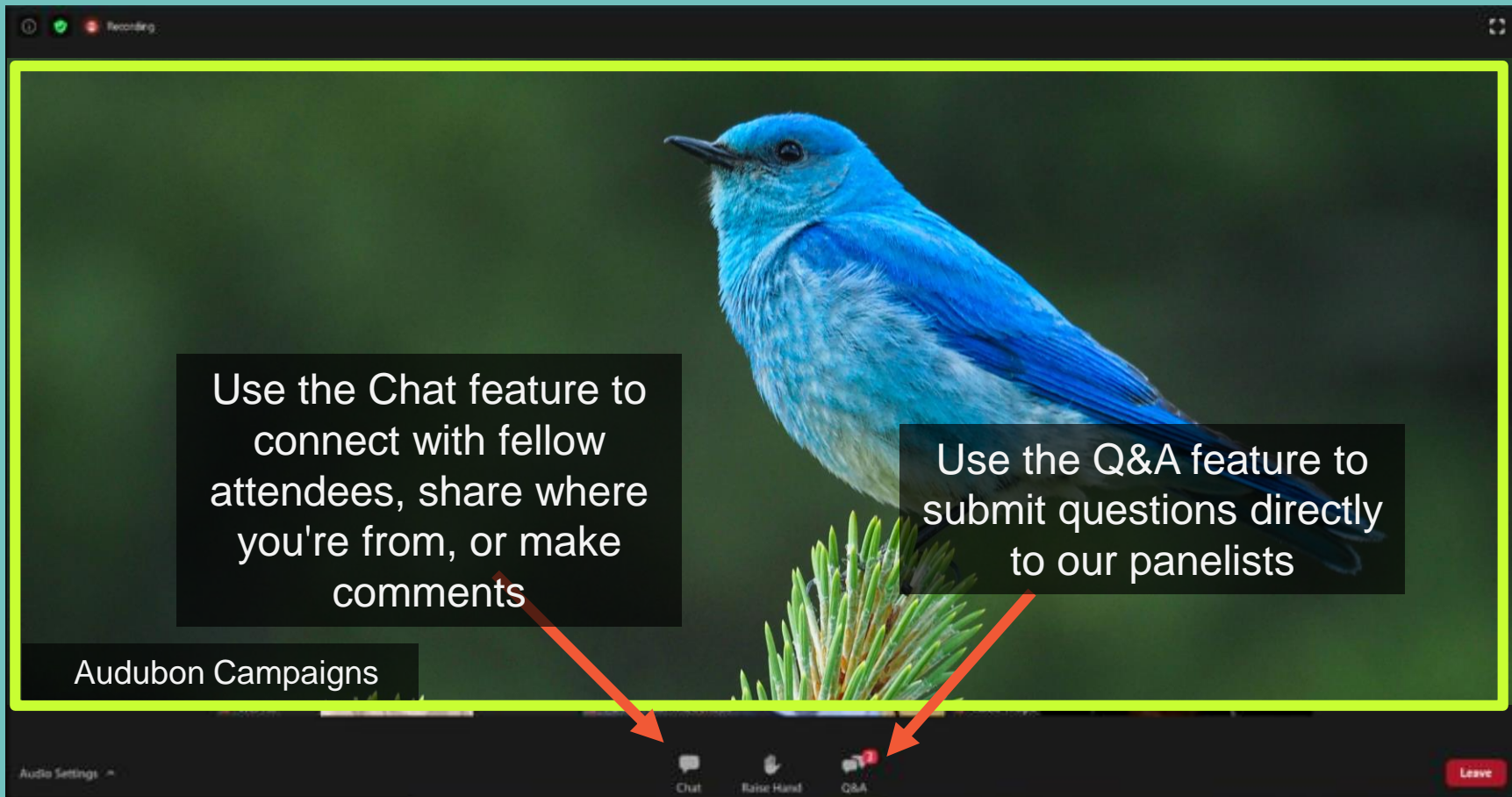
Amanda Mourant
Digital Campaigns
Senior Manager



Marisa Vertrees
National Campaigns
Manager



Vrinda Suresh
Climate and
Campaigns Intern



Recording

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

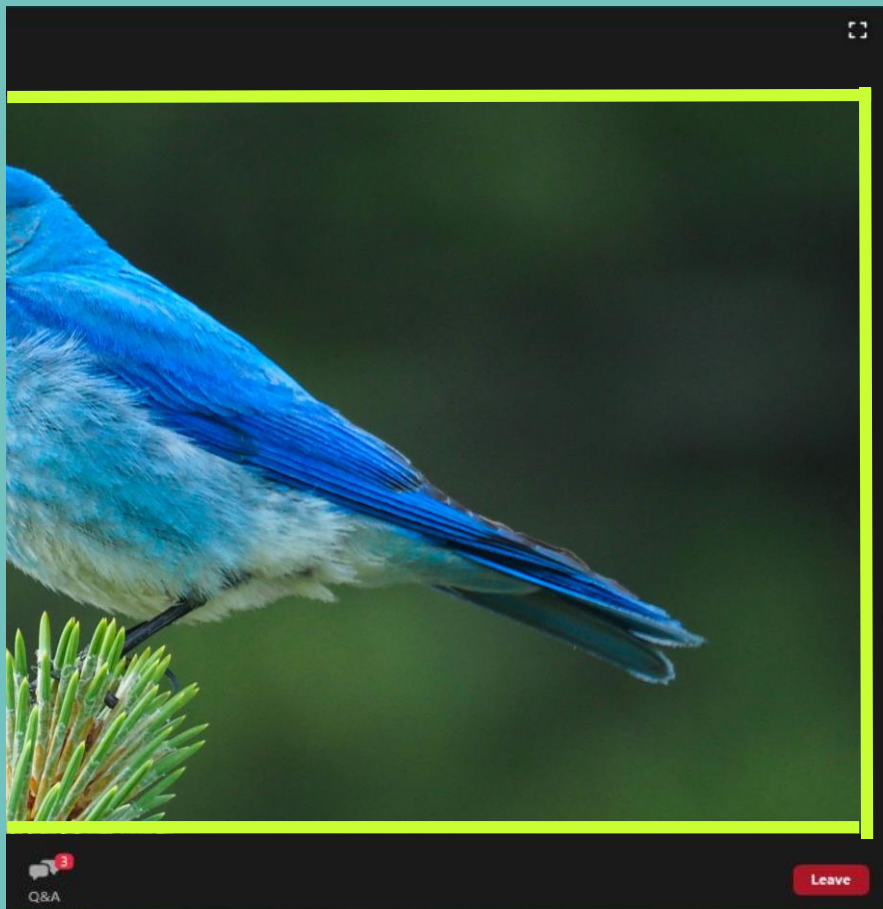
Use the Q&A feature to submit questions directly to our panelists

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:

- **Ask The Experts**
Thursday, February 18, at 4:00 p.m. ET
- **Next Campaigns Webinar**
Tuesday, March 9, at 8:00 p.m. ET



Agenda

- What is power?
- How do we define it?
- Analyzing your power with local elected officials
- Analyzing your power with federal elected officials



Chat box exercise

- How do **you** define power? What does power look like to you?



What is Power?

- Power: the ability to get someone to do what you want *even if they may not want to do it*



“

Power is the ability to achieve a purpose.
Whether or not it is good or bad depends
upon the purpose.

DR. MARTIN LUTHER KING, JR.

”

What power do we have? What power do we need?

- Corporate campaigns are ultimately about money
- Political campaigns are ultimately about votes
- Decision makers also have their own self-interest



Influence

- Influence is being able to ask for something
- Influence may just have one or two people; doesn't need a movement
- Influence does not build power



Education

- Education is valuable; we're seeking to inform and persuade
- Education is valuable, but it's not power
- Education is a *tactic*
- People can know all the facts and agree, and still vote against your policy



Power

- **Power** is setting the agenda, convincing people to listen to us, making sure they realize that responding to our asks is in their self-interest
- Can we get them to do something they're not inclined to do?
- Can we make them think of doing something that wasn't done before?



Audubon's power is you!

- We have members around the country, in every state
- We are in rural, suburban, and urban locations
- We can use power for big change to have decision makers consistently support and champion conservation action



“

“[J]ust because your elected official will meet with you and likes you doesn’t mean anything if they don’t follow through and they don’t know that you’re going to make them follow through.”

PASADENA AUDUBON

”



Skill-share: Understanding Power in Local + Federal Campaigns






First Step:

- Identify the ultimate decision maker — who does your campaign target, and what power they respond to



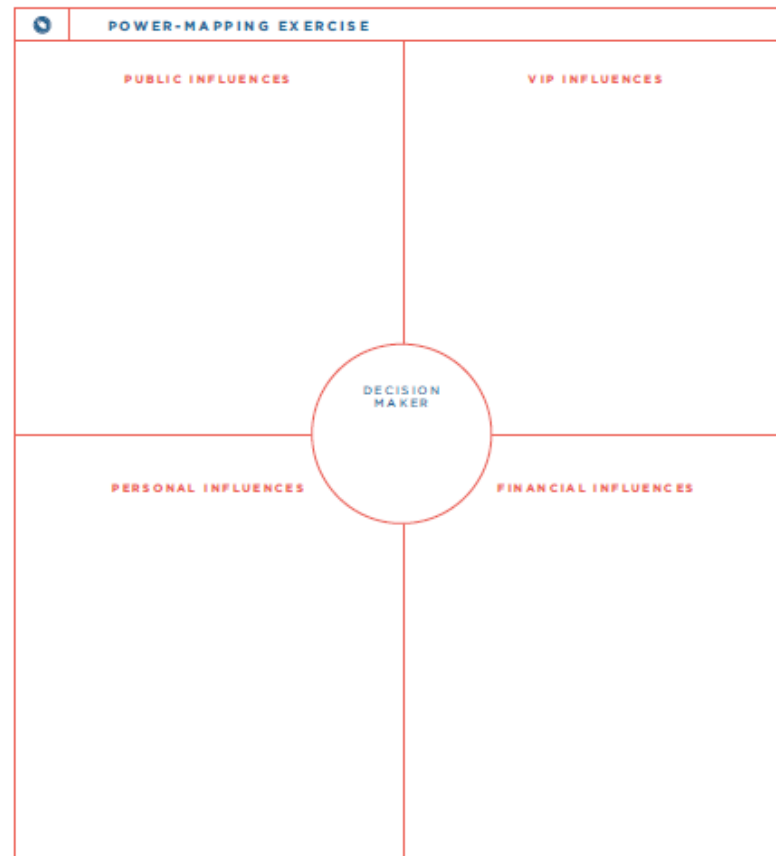
What power do we have, what power do we need

Manual pages 8-12

		
FORMS OF POWER	WHAT MATTERS	CAMPAIGN TYPE
LEGISLATIVE (BALLOT)	YOUR ABILITY TO IMPACT VOTERS ON AN ISSUE	ISSUE CAMPAIGN
CONSUMER	YOUR ABILITY TO AFFECT PROFITS	CORPORATE
LEGAL OR REGULATORY	YOUR ABILITY TO ENFORCE LAWS	LEGAL
DISRUPTIVE	YOUR ABILITY TO STOP AN INSTITUTION FROM WORKING	DISRUPTIVE
ELECTORAL	YOUR ABILITY TO GET THE ELECTORATE TO VOTE FOR YOUR CANDIDATE	POLITICAL

Power Mapping Decision Makers

- Who does your decision maker listen to?
- What does your decision maker need?



Local Power Mapping Exercise

- Start your research online for basic biographical information and contact information. Go past the first page of results
- Follow the decision maker on social media, as well as any related accounts (ie, the city's official account) and sign up for the newsletter
- Ask your flock! The more local your decision maker, the better the odds that someone in your flock knows them (or knows someone who knows them)
- Host an event – get together with your flock (on Zoom or in person) to consolidate information

- Your city or town's website will have all the basic information you need on your decision maker.
- We're going to look at Dennis McBride, Mayor of Wauwatosa, Wisconsin

City of Wauwatosa, WI

Search

Discover Tosa
Explore, Events, Recreation

Get Involved
Volunteer, Report, Help

Services
Pay, Find, Learn

Public Safety
Volunteer, Report, Help

Government
Departments, City Council

How Do I...
Apply, Get, Pay

Agendas & Minutes

Boards, Committees & Commissions

Common Council

Mayor

James R. Moldenhauer

Matt Stippich

Kathleen Causier

John J. Dubinski

Tim Hanson

Nancy Welch

Ernst Franzen

Michael G. Walsh

Joel Tilleson

Rob Gustafson

Meagan O'Reilly

Government » Common Council »

Office of the Mayor

Font Size: + - + Share & Bookmark Feedback Print

Welcome to Wauwatosa

It is my privilege to offer you a warm Wauwatosa welcome. Whether you're a long-time resident or visiting for the first time, I invite you to explore and learn more about our friendly and dynamic community – an old city with something new for everyone.

Visitors flock to Wauwatosa for fine dining, shopping, and entertainment in our historic and charming Village, East Town, and MidTown areas. From all over Wisconsin, people come to shop at the state's premier shopping center, [Mayfair](#), and our new fashion corridor at the [Mayfair Collection](#). Residents and visitors alike delight in our farmer's markets and street festivals, summer outdoor concerts in Hart Park, and the Firefly Art Festival on the grounds of the Wauwatosa Historical Society. We're just minutes away from the Milwaukee County Zoo and Miller Park, the home of the Milwaukee Brewers, and our many hotels offer choices from affordable to luxury options.

Strategically located just west of the City of Milwaukee in the



Contact

Mayor Dennis McBride
First Elected 2020

7725 W. North Ave.
Wauwatosa, WI 53213

[Email](#)
Phone: (414) 479-8915

City of Wauwatosa

7725 W. North Avenue
Wauwatosa, WI 53213
(414) 479-8900
City Facilities & Hours
Legal Notices

Need Help?

Report an Issue
Police
Fire
Public Works

Stay Connected

f t y e

Start Resources

I P



IT'S A WAY OF LIFE

About Mayor McBride

Dennis McBride is Wauwatosa's 17th Mayor. He is dedicated to guiding the City's growth in a fiscally responsible way that balances economic growth with maintaining strong neighborhoods and quality city services.

Before becoming Mayor, McBride served 10 years on the Wauwatosa Common Council and two terms as Council President. He also served as Chair of the Council's Financial Affairs Committee and Transportation Affairs Committee. He was a member of the Village Streetscaping Committee and aldermanic liaison to the Historic Preservation Commission. Before his election as alderman, he served 15 years on the Civil Service Commission, including several terms as Chairman.

A co-founder of Support Our Schools (SOS) Wauwatosa and the Pasadena Neighborhood Association, which he also served as President, McBride was a co-founder of Friends of Hoyt Park & Pool, Inc., which has provided a new community swimming pool and beer garden for Wauwatosa. He has served as Vice President of the Wauwatosa Historical Society and is a volunteer coach for Wauwatosa East High School's "We the People" team in national competition on the Constitution. For 12 years, he served as Coordinator of the Hedge School at Milwaukee Irish Fest.

NEWS

Statement from Wauwatosa Mayor Dennis R. McBride
Wauwatosa Mayor Dennis McBride's statement regarding Police Chief Barry Weber's retirement
02/01/2021 2:40 PM

Mayor Statement How We've Handled The Tosa Protests
Mayor Dennis McBride issues a statement on current protests in our city
12/15/2020 3:47 PM

Statement from Mayor Dennis McBride
Recently, rumors have been spreading about when Milwaukee County District Attorney John Chisholm will announce whether he will charge Wauwatosa Police Officer Joseph Mensah with a crime
09/28/2020 8:00 AM

Mayor's Statement Affirming Support of Wauwatosa Police Department
Mayor Dennis McBride affirms support of the Wauwatosa Police Department
08/13/2020 4:00 PM

Local Power Mapping Exercise

- Who does your decision maker listen to?
- What does your decision maker need?

POWER-MAPPING EXERCISE	
<p>PUBLIC INFLUENCES</p> <ul style="list-style-type: none"> -first term -elected April 2020 with 60% of vote -def. Ald. Nancy Welch - campaigned on preserving the city's neighborhoods & parks, maintaining the city's financial strength, investing in roads, sewers and other infrastructure, 	<p>VIP INFLUENCES</p> <p>2020 endorsements:</p> <ul style="list-style-type: none"> -Milwaukee Area Labor Council -Citizen Action -United Auto Workers -campaign website includes individual names/neighbor endorsements
<p>PERSONAL INFLUENCES</p> <ul style="list-style-type: none"> -Lawyer, MU Law grad and PT professor -Community ties (Historical society, coach, Tosa Together) -Tosa East HS Grad St. Matthew's Evangelical Lutheran Church (Choir) -three kids, one grandchild 	<p>FINANCIAL INFLUENCES</p> <ul style="list-style-type: none"> -2020 election -targeted by a PAC from VA (\$73,000)



Federal Power Mapping Exercise

- Despite the larger purview, power mapping federal decision makers entails all the same tactics
- Sources of information may be more readily available online, but personal connections may be limited
- To demonstrate, we're going to look at Senator Jon Tester from Montana



BIOGRAPHY

Senator Jon Tester is a third-generation Montana farmer, a proud grandfather, and a former school teacher who has deep roots in hard work, responsibility and accountability.

Jon and his wife Sharla still farm the same land near the town of Big Sandy, Mont. that was homesteaded by Jon's grandparents in 1912. Jon's parents believed public education and family agriculture are the cornerstones of democracy—and those values had a tremendous role in shaping Jon's leadership.

After earning a degree in music from the College of Great Falls, Jon took over the Tester farm in 1978. He also taught music at F.E. Miley Elementary and eventually was elected to the Big Sandy School Board. Fired up by the Montana Legislature's decision to deregulate Montana's power industry (resulting in higher power costs), Jon ran for and was elected to the Montana Senate in 1998.

In 2005, Jon's colleagues chose him to serve as Montana Senate President. The people of Montana then elected Jon to the United States Senate in 2006. They voted to send him back in 2012 and again in 2018.



NEWSLETTER SIGN UP

 Your Email

 Your ZIP Code


[Sign Up Now](#)

[@SenatorTester on Twitter](#)


 Going live to answer your questions and hear your feedback.

Join the conversation here:
<http://facebook.com/senatortester>

POSTED 19 HOURS AGO [REPLY](#) [RETWEET](#) [FAVORITE](#)

 I'm going to continue my push for a smart, targeted solution that will ramp up vaccine production and distribution, support hardworking MT families and small businesses, create jobs, and get all of our schools back up and running safely.

POSTED 21 HOURS AGO [REPLY](#) [RETWEET](#) [FAVORITE](#)

 Finished up w/ meeting here at the White House—I made sure [@POTUS](#) knows that when it comes to additional COVID relief deals, we must keep our veterans front of mind. We've got to ramp up vaccine distribution for vets and VA staff and get relief quickly to those that need it most.

POSTED 21 HOURS AGO [REPLY](#) [RETWEET](#) [FAVORITE](#)

[View More on Twitter](#)

APPROPRIATIONS

The Senate Appropriations Committee is one of the most influential committees in Congress. It ultimately decides where the government spends taxpayer money, and how much it spends. Senator Tester brings the Montana values of accountability, responsibility and transparency to his work on the committee, balancing smart investments in our nation with the need to cut wasteful spending.

Subcommittees

- Military Construction, Veterans Affairs, and Related Agencies
- Homeland Security (**Ranking Member**)
- Interior, Environment, and Related Agencies
- Defense
- Agriculture, Rural Development, Food and Drug Administration, and Related Agencies
- Energy and Water Development

BANKING, HOUSING, AND URBAN AFFAIRS

Senator Tester works on legislation related to financial institutions, public and private housing, urban development and mass transit, and related matters on the Senate Banking, Housing, and Urban Affairs Committee. Senator Tester brings a rural perspective to this committee to make sure that laws and policies work for small banks, credit unions, small businesses and consumers in rural America.

Subcommittees

- Economic Policy
- Housing, Transportation, and Community Development
- Securities, Insurance, and Investment

COMMERCE, SCIENCE, & TRANSPORTATION

On the Senate Commerce, Science, & Transportation Committee, Senator Tester puts Montana's economy front and center as he works across the aisle to strengthen our transportation infrastructure, boost broadband and broadcasting, and fight for higher paying jobs.

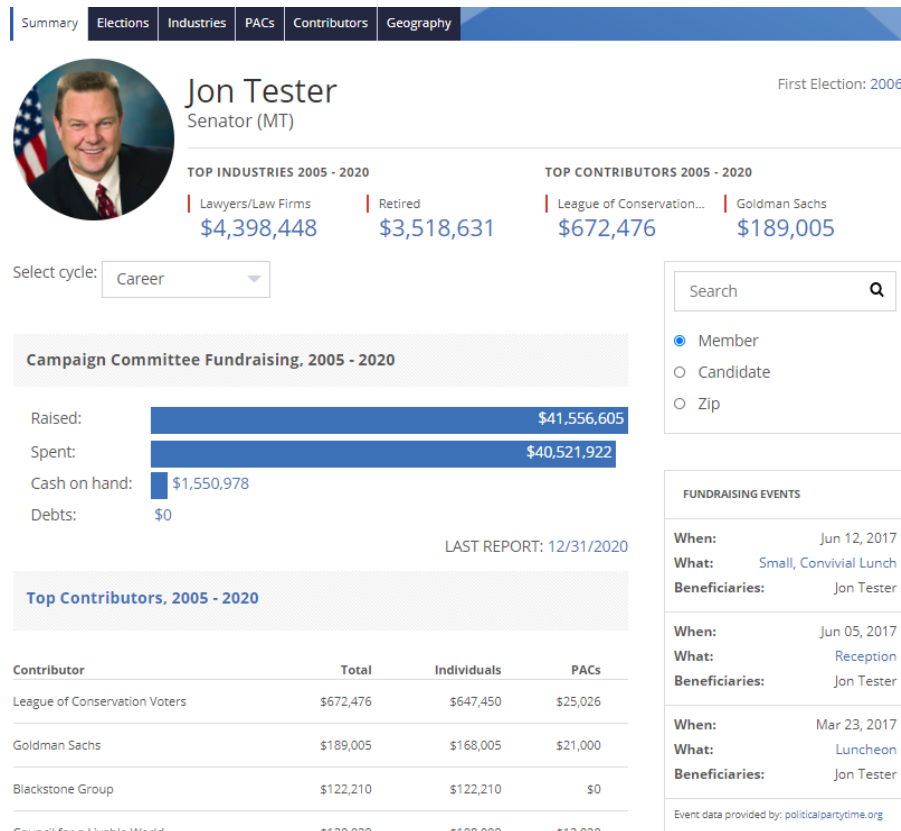
Subcommittees

- Aviation Operations, Safety, and Security
- Communications, Technology, Innovation and the Internet

INDIAN AFFAIRS

Resources for your investigation

- Google
- Ballotpedia.org
- Congress.gov
- FEC.gov
- OpenSecrets.org
- FollowtheMoney.org
- VoteSmart.org
- LegiStorm.com



Goal: Senator Tester sponsors climate bill

Federal Power Mapping Exercise

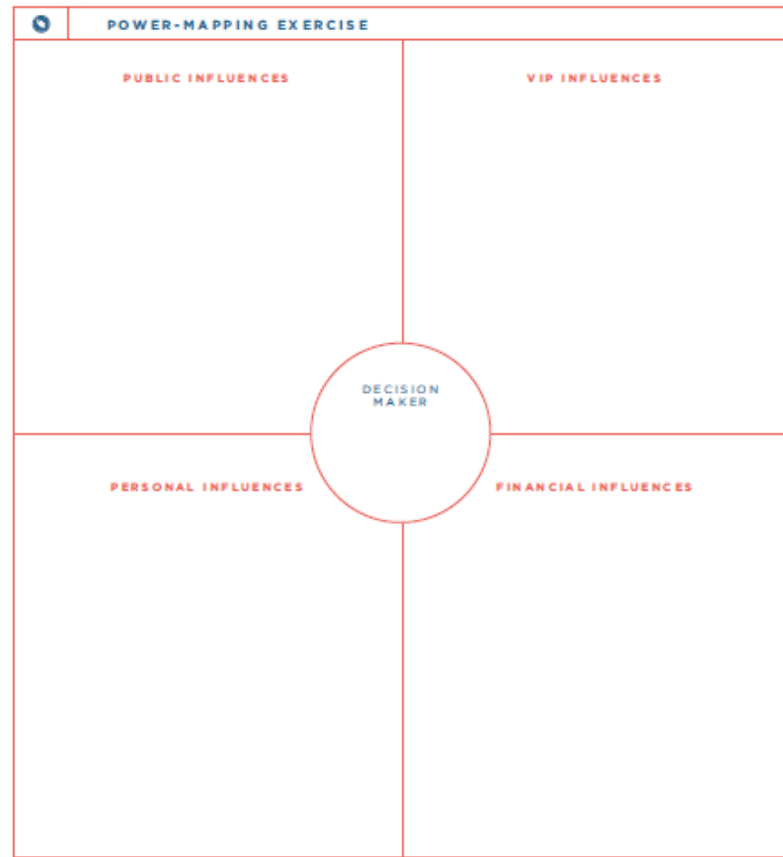
- Who does your decision maker listen to?
- What does your decision maker need?

POWER-MAPPING EXERCISE	
<p>PUBLIC INFLUENCES</p> <ul style="list-style-type: none"> -2018 Election: 50.3% of the vote and a 3.5% margin -Appropriations Committee (Ag and Interior subcommittees) -Media: 6 MT media markets (Big Sandy in Great Falls market) - Congressional sportsmen caucus, International Conservation Caucus - Third-generation Montana dirt farmer – publicly explains climate change impacts in terms of the effects on agriculture 	<p>VIP INFLUENCES</p> <ul style="list-style-type: none"> - Close with moderate members of Congress -Agriculture industry (beef and wheat are big industries in Montana) -Conservation and sportsmen industries
<p>PERSONAL INFLUENCES</p> <ul style="list-style-type: none"> -From Big Sandy, MT -Current dirt farmer in rural Montana -Son: Shon -Wife: Sharla -Former music teacher and butcher -University of Providence and University of Great Falls alumnus 	<p>FINANCIAL INFLUENCES</p> <ul style="list-style-type: none"> -League of Conservation Voters -Goldman Sachs -Blackstone Group -Council for a Livable Wage -JP Morgan Chase & CO. - Citi Group - University of California - University of Montana



Now it's your turn

- Power mapping: pages 94-95 of our manual
- Remember, analyzing power with decision makers spans power + influence
- Give yourself patience and time to practice



Questions/ Thoughts?



Audubon North Carolina
Advocacy Day June 2020

Opportunities to take action

- Download the manual
- Next webinar **March 9**, “Spearheading Local Climate Resolutions”
- Talk to your chapter, advocacy committee, and identify two things you want to change. Send them to us at campaigns@audubon.org
- Attend our Ask the Experts on February 18
- Send us your #FindYourFlock photos...

Will you find your flock?

Take a photo and share
it with us at
campaigns@audubon.org.

Share on social with the
hashtag #FindYourFlock.



Photo Credits

Slide 2: Burrowing Owls. Heidi Piccerelli/Audubon Photography Awards

Slide 8: National Audubon Society

Slide 11: Luke Franke, Washington Lobby Day

Slide 14: Dominic Arenas, Everglades Action Day

Slides 15,16, 17: Luke Franke, National Audubon Society

Slide 32: Audubon NC Advocacy Day 2020.

Slide 34: SF Bay Feminist Bird Club, Dan Brown

Slide 36: National Audubon Society



Thank you!

