

Welcome!  
We'll get started shortly.



**CAMPAIGNS TRAINING SERIES**  
**FEBRUARY 9, 2021**

A close-up photograph of a burrowing owl. The owl is facing the camera, with its beak wide open, possibly hooting or calling. Its feathers are brown and white, with distinct dark stripes. The background is a soft-focus green field of grass. To the right of the owl, the word "POWER!" is written in large, bold, white, sans-serif capital letters.

**POWER!**

## 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



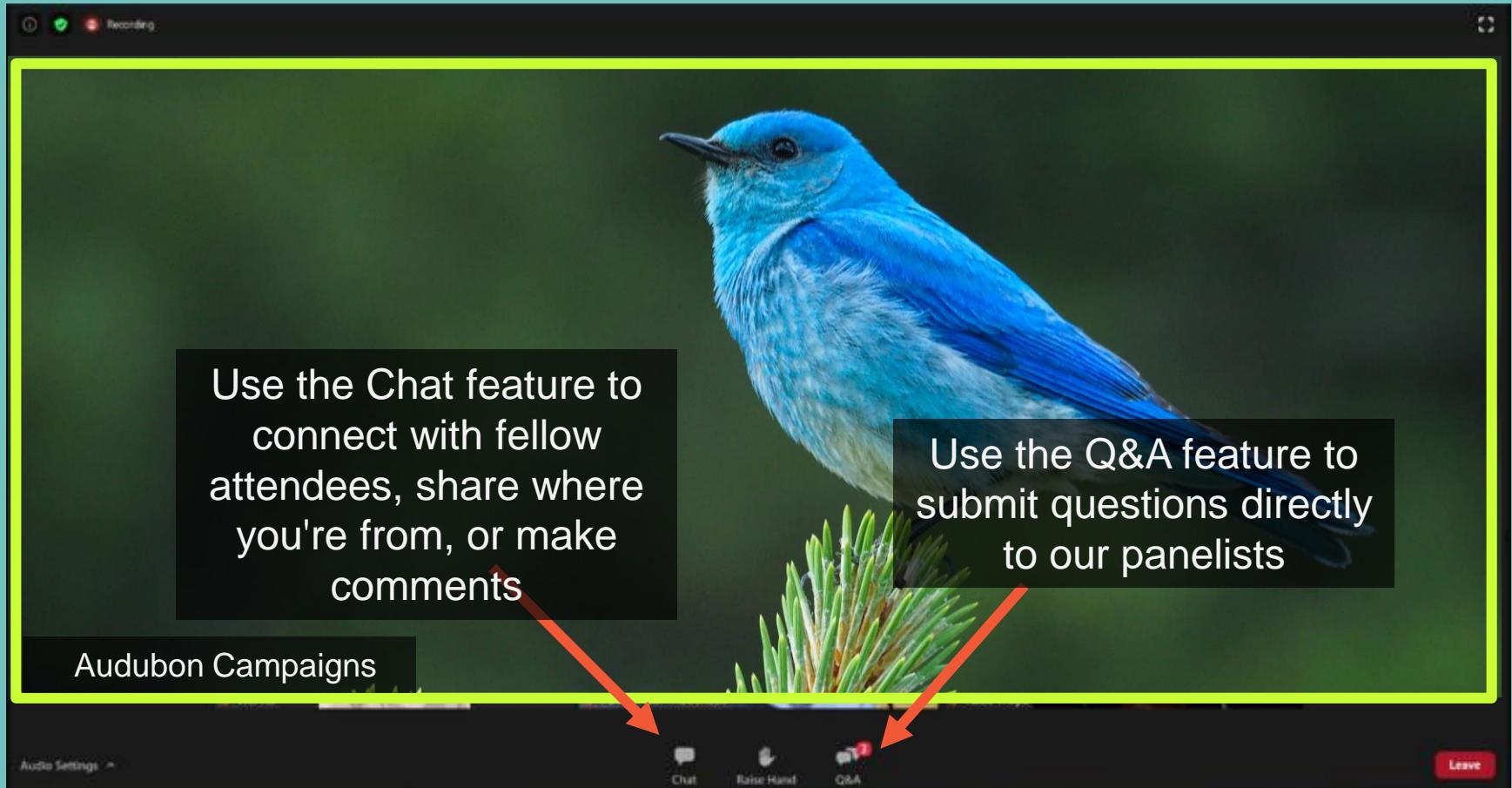
**Amanda Mourant**  
Digital Campaigns  
Senior Manager



**Marisa Vertrees**  
National Campaigns  
Manager



**Vrinda Suresh**  
Climate and  
Campaigns Intern



Recording...

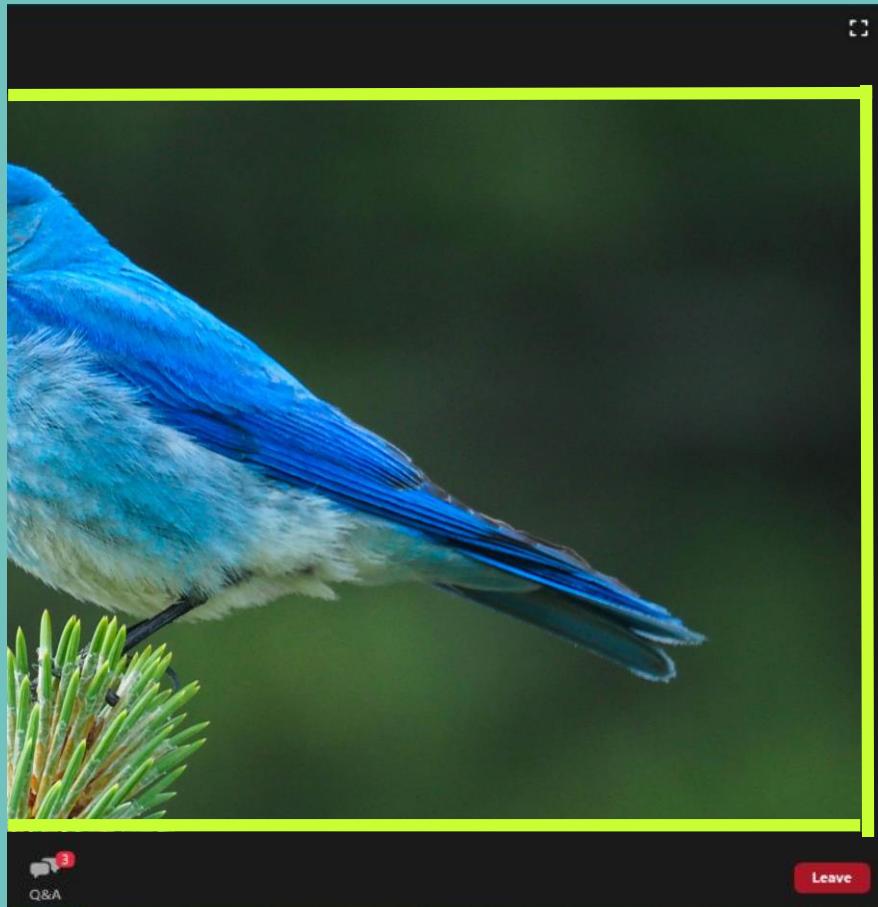
Use the Chat feature to connect with fellow attendees, share where you're from, or make comments

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

Audubon Campaigns

Audio Settings Chat Raise Hand Q&A Leave

A screenshot of a video conference interface. The background features a close-up photograph of a vibrant blue bird, possibly a mountain bluebird, perched on a branch with green pine needles. The interface is framed by a thick yellow border. In the top left corner, there is a small recording indicator with the text "Recording...". On the left side, a dark rectangular box contains the text "Use the Chat feature to connect with fellow attendees, share where you're from, or make comments". On the right side, another dark rectangular box contains the text "Use the Q&A feature to submit questions directly to our panelists". At the bottom of the screen, there is a navigation bar with several icons: "Audio Settings" (muted), "Chat" (represented by a speech bubble icon), "Raise Hand" (represented by a hand icon), "Q&A" (represented by a speech bubble with a question mark icon), and "Leave" (represented by a red button). Two red arrows point from the text boxes on the left and right towards the "Chat" and "Q&A" icons respectively, indicating where users can interact with the features. The overall theme of the video call is bird-related, as indicated by the background image and the "Audubon Campaigns" text.



Zoom Group Chat

In the chat box, ensure your comment will reach the right people!

To: All panelists

Type message here...

File ...

✓ All panelists

All panelists and attendees

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



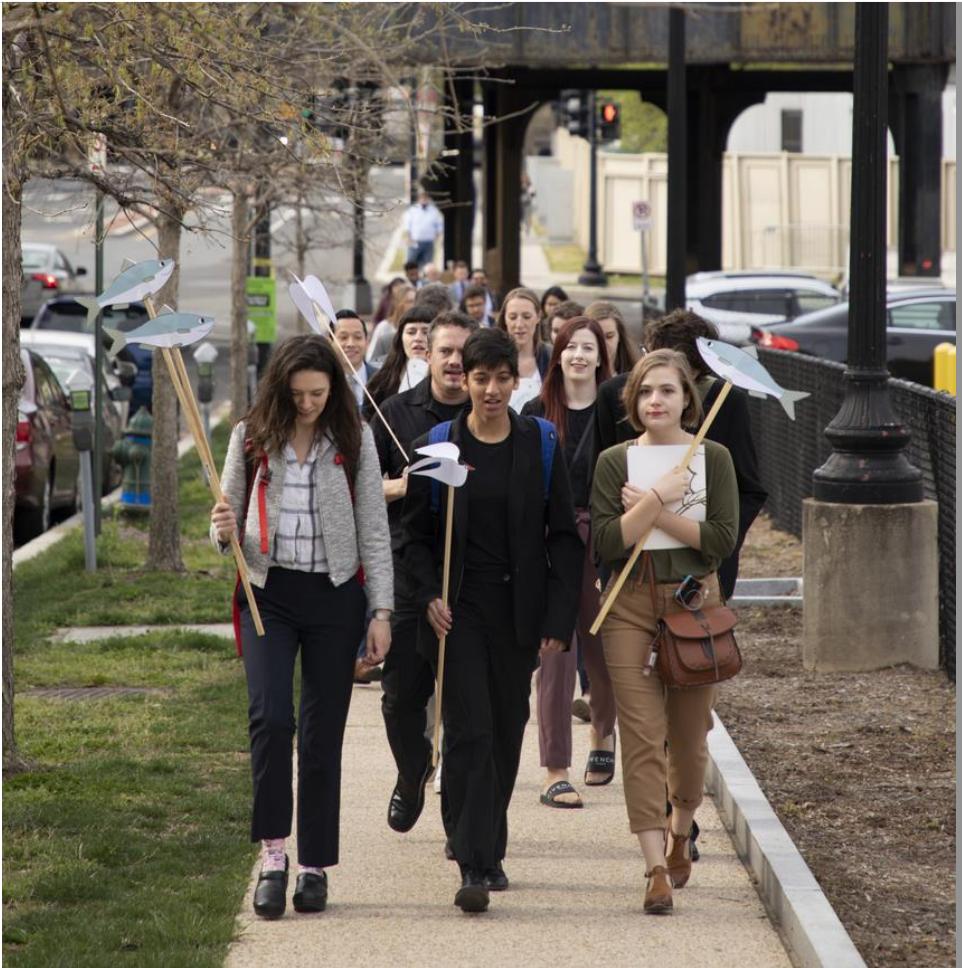
## Education

- 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

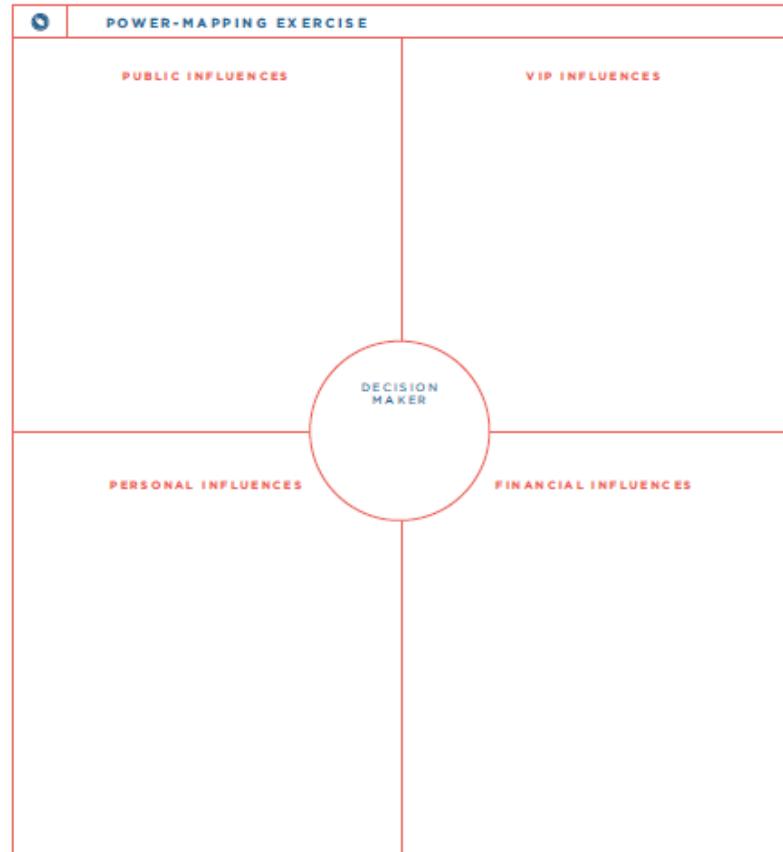


# What power do we have, what power do we need

		
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

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

**City of Wauwatosa**

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

Government » Common Council »

## Office of the Mayor

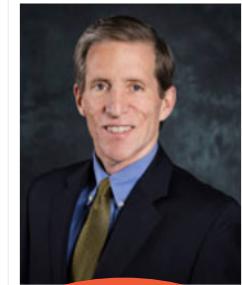
Font Size:     

### 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 Fair 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

### Stay Connected



### Stan Resources



## 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?



## 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

Summary
Elections
Industries
PACs
Contributors
Geography



**Jon Tester**  
Senator (MT)

First Election: 2006

TOP INDUSTRIES 2005 - 2020		TOP CONTRIBUTORS 2005 - 2020	
Lawyers/Law Firms	\$4,398,448	Retired	\$3,518,631
		League of Conservation...	\$672,476
		Goldman Sachs	\$189,005

Select cycle:

**Campaign Committee Fundraising, 2005 - 2020**

Raised:	\$41,556,605
Spent:	\$40,521,922
Cash on hand:	\$1,550,978
Debts:	\$0

LAST REPORT: 12/31/2020

**Top Contributors, 2005 - 2020**

Contributor	Total	Individuals	PACs
League of Conservation Voters	\$672,476	\$647,450	\$25,026
Goldman Sachs	\$189,005	\$168,005	\$21,000
Blackstone Group	\$122,210	\$122,210	\$0
Council for a Livable World	\$120,029	\$108,009	\$12,020

**Search**

Member

Candidate

Zip

**FUNDRAISING EVENTS**

When:	Jun 12, 2017
What:	Small, Convivial Lunch
Beneficiaries:	Jon Tester
When:	Jun 05, 2017
What:	Reception
Beneficiaries:	Jon Tester
When:	Mar 23, 2017
What:	Luncheon
Beneficiaries:	Jon Tester

Event data provided by: [politicalpartytime.org](http://politicalpartytime.org)

*Goal: Senator Tester sponsors climate bill*

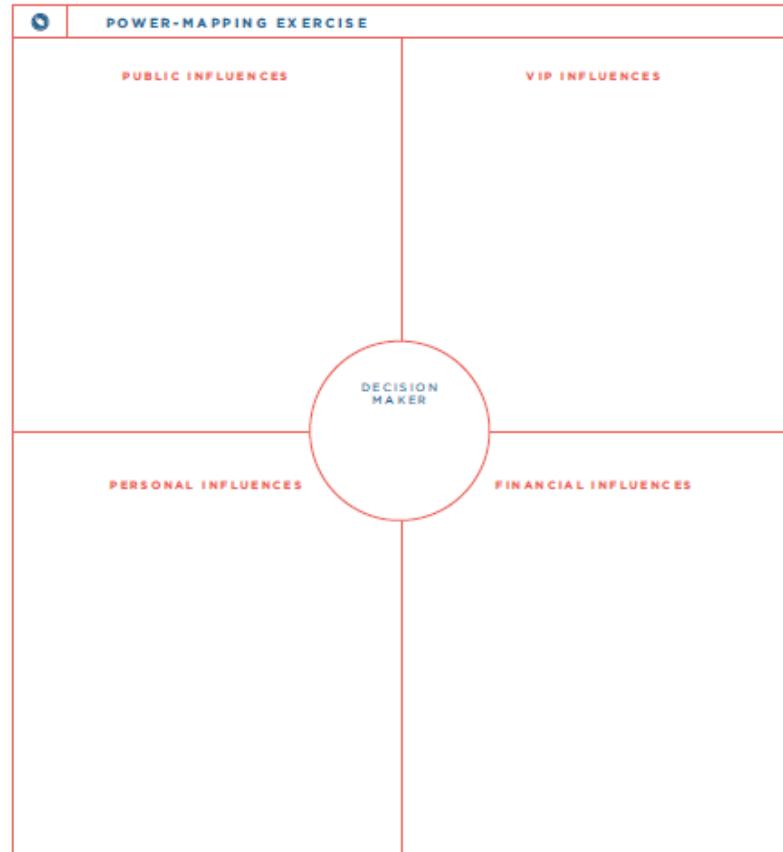
## Federal Power Mapping Exercise

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

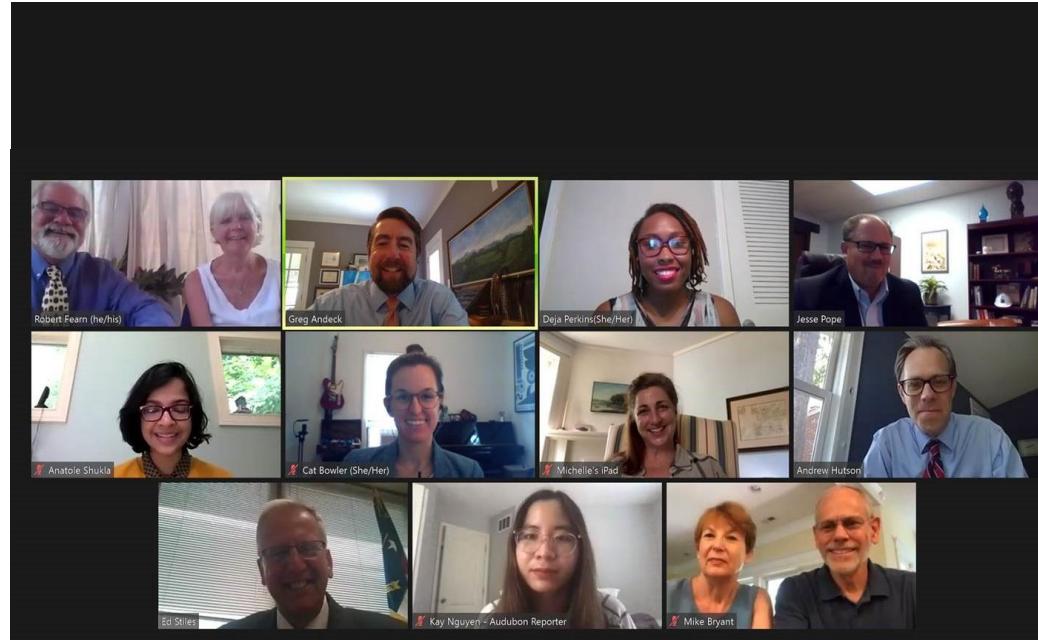


## Now it's your turn

- 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](mailto: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](mailto: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



Audubon

Thank you!

