

This is a sample campaign plan for the initial stages of a statewide effort to pass legislation that would prohibit the sale of weight-loss supplements and muscle-building supplements to anyone under the age 18. It's just a sample. Please be creative when localizing it!

Policy Advocacy Objective:

To prohibit the sale of weight-loss supplements and muscle-building supplements to children under the age of 18 and to require that these products be placed behind the counter in retail settings.

Research & Policy Development Activities	Person(s) responsible	Due date	Outcome
Assemble the <u>key data</u> you will need to explain why this legislation is important and how your policy intervention will help solve that problem. Make sure the data you rely on is current, that it is racially and ethnically inclusive, and that it is vetted by your lead coalition organizations.			
Solicit testimonials from health care providers and support group leaders about their professional experience and observations of how young people's physical health and mental health are vulnerable to the aggressive marketing of the diet and muscle-building industries and how easy access to these products contributes to poor health and distorted body image ideals.			
Research the process for filing legislation in your state including key dates/deadlines, rules on sponsorship and co-sponsorship, and drafting legislation.			
Research which committee your bill would likely be assigned to first and if there is any way to influence that assignment to get it sent to a committee that is already friendly to your organization and/or issue.			
Determine which lawmakers are the MOST critical to influence in order for you to have success. These key decision-makers often include leadership, such as the house speaker, senate president, chairs of the committee with jurisdiction over your bill, and house and senate majority leaders in some states. Ask a lobbyist to help you decide on a very small number of key decision-makers for you to prioritize.			
If a similar bill has been filed in past sessions, research the public records to learn how the legislation fared and what was said or submitted as part of the public testimony.			
Using past experience as a guide, learn as much as you can about your likely opponents and the arguments they will probably use both in public and in closed lobbying conversations with legislative leaders. If you're not sure, reach out to colleagues in other states to see what kind of opposition they have faced.			
Coalition Building & Maintenance Activities	Person(s) responsible	Due date	Outcome
Every coalition needs a lead organization and ongoing staff/volunteer support to make sure the campaign planning and execution happens. This organization often will manage any budget related to the campaign, host the campaign website/landing page, schedule meetings, keep communication flowing with partners, funders, and legislative allies throughout the campaign, and manage consultants if there are any. This is important and should not be assumed, but decided upon by partner organizations and clearly articulated so nothing falls between the cracks.			
Produce a list of organizations across the state that are highly likely to support the goals of this legislation.			
Produce a list of organizations across the state that you want/need to support the legislation but that probably do not see this as a priority yet.			
Produce a list of organizations across the state that are relevant and important to those key decision-makers with greatest influence over the fate of your bill. (This will require some "Pathways of Influence" research.)			

Sketch out potential levels of engagement for coalition partner organizations. Those most actively involved may be on a steering committee and be involved in the day-to-day decision-making, some may participate via monthly meetings or conference calls and agree to engage in lobby days and public hearing, and some may simply agree to sign on to a statement of support and agree to receive campaign updates via email.			
If and when the campaign has some funding, it may be that some funds need to be provided to an organization to help support a high level of involvement in the campaign. For example, the state's eating disorder association may be a critical steering committee organization or lead organization but they may not be budgeted to cover staff time to work on campaign. Supporting their advocacy work with additional funding should be a priority.			
Using the campaign one-pager, begin reaching out to prospective coalition partners and include information about different levels of support.			
If you include young people/students in your campaign (and you should!) ask them about the best days and times for them to join coalition calls, trainings, and other campaign activities and work to accommodate their needs.			
Even in small coalitions, it's helpful to establish some <u>operating guidelines</u> - especially around who is empowered to negotiate with lawmakers on proposed changes to the bill and who is empowered to make budget decisions.			
Schedule regular monthly check-ins for the full coalition and put them on the calendar for the duration of the legislative cycle. You can always cancel if there is no news. The steering committee may meet more often. <u>Attached</u> are checklists for both in-person and virtual meetings.			
Fundraising & Development Activities	Person(s) responsible	Due date	Outcome
Whether you are starting your campaign with one organization or a dozen, you'll want to <u>draft a budget</u> to help you identify the costs associated with running a good campaign. Don't worry if you don't have money in the bank. Many of the campaign "costs" are covered by in-kind contributions from your coalition partners who work on the campaign as part of their job roles, or share their office space for free, or perhaps donate lunch for your body confidence day at the state house. But other costs will require some funds to be raised. Your budget should include direct and in-kind costs.			
Time is money. When you look through the many campaign-related activities on this initial campaign kick-off plan, you can imagine how many hours this will take. Who will cover those hours and are they already being compensated for their time by their employer (in-kind contribution); will you need to reimburse them for their time; or will they participate as an unpaid volunteer? These distinctions are important and help manage expectations. Talk about what each <u>organization can give and what they hope to get</u> from participating in the campaign.			
With your communications and development colleagues, develop a brief written case statement for potential funders. Describe the campaign, its goals, partners, legislative support, and momentum. Let them know what your financial needs are and directly ask for support.			
If you are engaging youth/students in your campaign (and you should), plan to provide some compensation to those who commit to a series of deliverables. For example, attending a training, collecting surveys from other youth, contacting their own lawmakers, sharing their story with the media, recruiting other youth advocates, building campaign's social media presence, etc. Young people should be compensated for their valuable time and the lived experience they bring to the campaign. If you have young people willing to serve in the Steering Committee, let them - and pay them!			

Make a list of prospective funders that you can approach with your pitch and budget needs and assign those prospects to members of your coalition. Good prospects might include health organizations, community foundations, civic organizations, businesses that support body confidence, celebrities with aligned values and/local connections.			
Grassroots & Key Contacts Activities	Person(s) responsible	Due date	Outcome
Survey all coalition partner organizations to see if they 1) have home address information of supporters that can easily be sorted by legislative district AND 2) if they are willing to ask supporters to reach out to their lawmakers to advocate for restriction of the sale of weight-loss supplements and muscle-building supplements to children.			
Create a tracking spreadsheet that allows you to see how many potential grassroots advocates you have in each legislative district - both house and senate.			
Once you know who your key lawmakers are, make it a priority to identify grassroots advocates from their district. That includes adult voters, local businesses, local nonprofits, and students.			
Once you know who your key lawmakers are, ask all of your coalition partners, funders, volunteers, and members if they have a personal relationship with any of those key lawmakers. If so, note that person is a "grasstops" advocate of "key contact" to that key lawmaker and they should be engaged to help influence that lawmaker about the bill over time. Key contacts do not need to live in the lawmaker's district. They just need to have a good relationship with that lawmaker and be willing to reach out on behalf of your campaign.			
Develop an email distribution list for your grassroots advocates and plan to communicate with them at least twice a month with campaign updates, interesting and relevant info on body confidence, and requests to take action. This list needs to be warmed up and kept warm so it's ready to spring into action when most needed.			
If you have a list of grassroots advocates AND if your state allows for multiple cosponsors on legislation, consider asking your grassroots advocates to send an email, text, or make a call to their own state senator and representative asking them to cosponsor your bill.			
Early on, offer an advocacy training to all of your coalition partner organizations and their grassroots advocates. People like to understand the purpose, the process, and where they fit in. They also like to see that there is real leadership and that they are not alone in wanting change, but that they are part of a group that is committed to achieving that change together. It's exciting!			
Invite young people to send you screen shots of any social media they see promoting diet pills, teas or other weight-loss or muscle-building products that target kids in ways that harm body confidence - including messages from celebrity influencers. This content can be used in action alerts, in communications with lawmakers, and when alerting the media to how easy it is for the diet industry to reach kids all day through technology.			
Media Advocacy & Communications	Person(s) responsible	Due Date	Outcome
Create a name/brand for your campaign - something you will use throughout and that will be easily identifiable by your grassroots advocates, the media, and lawmakers.			
Develop some messages to recruit organizations and individuals to join your campaign:			
1. One-pager about the need for this legislation (the problem), how the legislation will help (the solution), and the urgency (how they can help)			

2. Email message for coalition partners to send to their grassroots supporters that tells them about the goals of your campaign and asks them to share their personal story about diet pills, teas, and other weight-loss or muscle-building products. Assure them you will never use their story without their consent.			
3. Designate a coalition organization that will host the campaign's information on its website to serve as the website hub for the duration of the campaign. Other organizations can link to it but it will be very helpful if there is only one website for your overall campaign information. If your partner organizations want to be visible, gain their permission to add their logo to the website and all printed materials.			
Using the 27-9-3 tool , develop a few short messages to use when recruiting legislative supporters, coalition partners, grassroots advocates and funders.			
Set up social media accounts for your campaign using the agreed upon campaign name/brand and hashtag. Use the cross-posting function for all - Facebook, Instagram, and Twitter are probably sufficient for now. Platforms should be updated as technology changes over time.			
Set up an Instagram account for your campaign and invite young people to send you screen shots of any social media they see promoting diet pills, teas or other weight-loss or muscle-building supplements that target kids in ways that harm body confidence.			
With the help of coalition organizations, develop a robust media contact list to have ready when you need to reach the press. Include statewide and local outlets. Target reporters who cover health, youth, online safety and state house politics as well as columnists. Make sure your media list is diverse and inclusive of communities of color and outlets for audiences for whom English is not their primary language. Include local news outlets that cover the districts served by key lawmakers.			
Decision-Maker Advocacy Activities	Person(s) responsible	Due date	Outcome
Assess which members of the house and senate would be the strongest sponsors of your bill and rank them internally with coalition partners. When considering strength, think about (1) a lawmaker's willingness to be your lead sponsor (2) how available the lawmaker or their staff will be to you, (3) their relationship with legislative leadership, and (4) their connection to leaders of committees likely to hear your bill. If you don't know, ask someone who knows your state house - perhaps a lobbyist for an allied nonprofit.			
Develop and execute an outreach plan to secure a strong sponsor - starting with your top prospect.			
You may not have a paid lobbyist working to help pass your bill and that's okay, but do reach out to staff or contract lobbyists for organizations that have aligned missions to introduce yourself and the campaign, let them know about the bill, and ask if you can touch base from time to time if you have a question about the state house dynamics. Lobbyists who work on behalf of pediatricians, community health centers, school nurses, mental health providers, youth athletics, public health & equity, youth empowerment, and teachers are good prospects.			
When you have a short list of key decision-makers, conduct " Pathways of Influence " research to learn how to influence each of them by appealing to their self-interest. Share your research findings with all coalition partners to identify possible connection points.			
Some state legislatures have caucuses of lawmakers that focus on specific issues and may support or oppose legislation as a full group. If your state has a caucus system, consider how your body confidence/child health issue intersects. For example, caucus topics such as children, mental health, women and girls, Black and Latinx, equity, online safety, public health, etc. If any of the caucuses in your state seem like a good fit, ask them if you can make a presentation to the caucus to discuss your issue and how it impacts the health of children across the state. Work with caucus chairs to follow caucus rules and protocol.			

<p>Look for and create "hero opportunities" for lawmakers who are taking actions that support the ultimate passage of your legislation - and that starts with them signing on to sponsor or co-sponsor your bill. Draft a short letter-to-the-editor (LTE) to send to the lawmaker's local newspaper, thanking them for signing on and including one or two facts that support the need for the bill. Before you submit the LTE, though, ask the lawmaker if they are comfortable having the letter published and share the draft with them. Usually they are thrilled, but it's best to ask first.</p>			
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