



REAL CLOUT WORKBOOK

Judith C. Meredith

The Public Policy
Institute ■ ■ ■



Author's Note: This workbook is based on and is a companion piece to *Real Clout: A How-To Manual for Community Activists Trying to Expand Healthcare Access by Changing Public Policy*, written by Judith C. Meredith and Catherine M. Dunham. You can get a copy of *Real Clout* free of charge from The Access Project website at <http://www.accessproject.org/publications.htm> and from the Public Policy Institute at www.realclout.org/ppi/publications/RealCloutTextbook.stm.

The Real Clout Workbook was primarily written by Judy Meredith, with the support of Cathy Dunham. SueJeanne Koh and Jennifer Kennedy each developed and wrote certain sections of the workbook and also provided extensive editing, design and layout support.

Lori Fresina and Judy Meredith developed the Advocacy Power Prism concept to capture the campaign model used by the Alliance for a Healthy New England, a campaign initiated in 2000 by Community Catalyst, the New England Division of the American Cancer Society, and the Council of New England State Medical Societies.

This publication may be reproduced or quoted with appropriate credit. The appendices to the Real Clout Workbook are available on the web in a format that can be downloaded and customized for your use at www.realclout.org/ppi/publications/RealCloutWorkbook.stm.

Organizational Note: The Public Policy Institute (PPI) is a non-profit group of experienced advocates offering training and coaching programs to non-profit organizations working for social and economic justice. PPI's mission is to help non-profits and their boards of directors, volunteers, and staff interpret the current political scene, successfully promote positive policy change and build their organizational power—all at the same time.

To learn more about the Public Policy Institute, please contact us at:

Judith C. Meredith, Executive Director
The Public Policy Institute
30 Winter Street, 10th Floor
Boston, MA 02108
617.275.2923
www.realclout.org

Table of Contents

Chapter 1: IN THE BEGINNING THERE WAS A GOOD IDEA...

Grassroots Leaders (white pages)

- The Basics: Definitions and Rules of Public Policy
- The Message: Communicating Your Issue in 45 Seconds or Less
- The Strategy: Collecting Information
- Tough Questions and Easy Answers

State Capital-Based Professional Advocates (blue pages)

- The Basics: Using the Public Policy Priority Tool and Lists, Lists, and More Lists
- The Message: Your Goal
- The Strategy: Building and Funding a Broad, Diverse Coalition
- Tough Questions and Easy Answers

Chapter 2: STRATEGIC THINKING — PRE-CAMPAIGN ACTIVITIES

Grassroots Leaders (white pages)

- The Basics: Putting Rule One into Practice – Organizing a Constituent Meeting
- The Message: Making Your Campaign Story Book
- The Strategy: Planning Your Community Meeting
- Tough Questions and Easy Answers

State Capital-Based Professional Advocates (blue pages)

- The Basics: Organizing the Campaign Infrastructure, a Pre-Campaign Timeline and Caring for Heroes
- The Message: Campaign Materials: Fact Sheets, Brochures, etc.
- The Strategy: Finding Policy Partners and Coalition Politics
- Tough Questions and Easy Answers

Chapter 3: STRATEGIC DOING — IN THE CAMPAIGN

Grassroots Leaders (white pages)

- The Power Prism: Pulling Together the Basics, the Message, and the Strategy
- Tough Questions and Easy Answers

State Capital-Based Professional Advocates (blue pages)

- The Power Prism: Pulling Together the Basics, the Message, and the Strategy
- Tough Questions and Easy Answers

Appendix I: Lists and Charts for Grassroots Leaders (white pages)

Appendix II: Lists and Charts for State Capital-Based Professional Advocates (blue pages)

Appendix III: Resources on Lobbying for Non-Profits and State and Local Government Links

