



## Four-phase Strategy to Win on a Sustainability Initiative

### PHASE ONE: Organize a Strong Team

- People power is key, so the first task is to recruit as many people as you can to help. Within the team you will need at least a few who can help see the campaign through to the end. As you pull together your team, you'll need to determine what type of ordinance has a chance to pass given the current realities of local politics (e.g. city council makeup).
- Establish a committee or working group that has a regular meeting time and space to ensure things move forward in a timely fashion and to keep the campaign rolling.
- Designate a facilitator and a note taker and track action items and who will do them. Be sure to send agendas in advance of meetings and send notes and next steps afterwards.

### PHASE TWO: Gather Information

This phase includes but is not limited to:

- Research how to pass the initiative (e.g. an ordinance to promote reusable bags).
- Gather stakeholder input through surveys and public presentations to address and consider concerns early on.
- Research facts and studies that support or oppose your proposal
- Generate fact sheets and handouts based on your research.
- Review similar measures from other towns
- Contact potential allies and build your coalition
- Draft an initiative that is right for your community based on the research and input.

### PHASE THREE: The Campaign

Once you are confident in your proposal and have the facts to back it up, it's time to present it to the community and rally support. Successful campaigns may include:

- A press conference to launch the campaign.
- Presentations to town council members, local groups, and the public.
- Letters-to-the-editor of daily and weekly papers.
- Table at farmers markets and other local events.
- Sign-on letter of business and civic leaders, VIPs, and others who endorse the proposal.
- Social media campaign.
- Constituent communications to key decision makers in support of the measure.
- Get out the vote. You need to be sure that your supporters get to the polls and vote—if your measure requires a vote.

### PHASE FOUR: Follow Through

- Your initiative has passed and you feel great! However, your work is not done. You need to thank your community for doing what is right and prepare for smooth implementation.
- Help publicize information about implementation of the initiative and reach out to help affected people and businesses with the transition.
- Monitor success and report back one year after implementation to tout the effectiveness of the program. Doing so will help you to be prepared to defend the program should there be an initiative to repeal it.
- Consider another sustainability initiative to keep your team engaged and build on your success!