Campaign Strategy Newsletter 58 March 2010
'How to Win Campaigns'; Homer Simpson School of Communications and more

New Edition of 'How To Win Campaigns'

There's an enlarged and updated edition of my book with Earthscan 'How To Win Campaigns' out later this year - see http://www.earthscan.co.uk/?tabid=102418 for orders and information.

Interesting Online Things

- There are a bewildering array of social networks and other online communities. This diagram combines them into one rather beautiful graphic guide, arranged by function: http://theconversationprism.com/

- In contrast, this analysis looks at users, and shows how US Facebook networks appear to be quite strongly regional and/or cultural: http://petewarden.typepad.com/searchbrowser/2010/02/how-to-split-up-the-us.html. One of many examples of how 'globalization' of communications means global potential but rarely, if ever, a uniform global spread of activity.

- A study on climate and values: http://www.nature.com/nature/journal/v463/n7279/full/463269a.html

- Nice Video: http://www.fouryearsgo.org/

- Improving visualisation - It is what it says: http://www.improving-visualisation.org/visuals. Extraordinary.

- Good campaign resource site (tactical not strategic). Well presented with human rights perspective: http://tacticaltech.org

The Homer Simpson School of Communications

Here's a well researched and accessibly written little report for fundraisers, which ought to be read by all campaigners - especially if you need to be convinced, or to convince others, of the need to start from where your audience is: not from where you are, or where you'd like them to be (see also The Chicken http://www.campaignstrategy.org/cr12_5.html).

It's (a long title but worth reading): 'Homer Simpson for nonprofits: The Truth About How People Really Think & What It Means for Promoting Your Cause. A Guide to Behavioral Economics for Nonprofit Leaders' by Katya Andresen, Alia McKee, and Mark Rovner, at Network for Good - http://web.networkforgood.org/201002ebook/. Here are three of the findings, based on many of the same studies captured in 'heuristics' and other tools reported in these newsletters:

- 'Small, not big - The bigger the scale of what you're communicating, the smaller the impact on your audience

- Hopeful, not hopeless - People tend to act on what they believe they can change - If your problem seems intractable, enormous and endless, people won't be motivated to help [see also the Credibility Triangle pp 27 - 30 in How To Win Campaigns, Chris Rose, Earthscan]

- Peer pressure still works (Nope, it doesn't end after high school) - People are more likely to do something if they know other people like them are doing it.'

Tools For Issue Mapping

Issue mapping is often a good place to start on a campaign problem. It can help to map out what the issue looks like in terms of ideas or institutions to which you add what you know about the dynamics, processes, actors/players, forces at work, and look for your point of intervention. Then usually you have to 'explode' that to begin to define a critical path of sub-objectives, at which point you can begin to define important audiences and how to reach them, as well as testing it against values, use force field analysis etc.

Or you might start with a chosen objective and ask questions about what has to happen to achieve that and work outwards to reveal possibilities, deficits of knowledge and areas for research.

Two good online sources of techniques are the http://www.thechangeagency.org and, although going by the name of 'tactical mapping', the human rights campaign examples at
 http://www.newtactics.org/en/tactical-mapping

I've mostly used issue mapping with a whiteboard or lots of flip chart sheets stuck to a wall while we work on it as a group but there are a number of online tools available which you might like to try. Many thanks to friends in ECF for some of these suggestions. (Similar techniques also go by names such as dialogue mapping, mind mapping and concept mapping). So have a look at:

http://cmap.ihmc.us/conceptmap.html

http://www.comapping.com/

http://debategraph.org/

http://www.mindmeister.com/

http://www.lovelycharts.com/

http://bubbl.us/

http://www.thinkature.com/

http://www.amap.org.uk/view/?map_id=2572

www.vilfredo.org (suggested by Chris Anderson at turnfront - http://www.turnfront.com)

http://www.conceptshare.com/ (More for commenting than collaborating)

and http://secondlife.com/ (Andrew Davies at Greenpeace says "it's got a tough learning curve, but is very immersive" - I do know of some who've used it though).

Please let me know if you have successful experience with using any of these tools to do issue mapping type work 'remotely'. chris@campaignstrategy.co.uk

As Predicted …

Well maybe you didn't read it here first but in the 'Epics Issue' of this Newsletter (http://www.campaignstrategy.org/newsletters/campaignstrategy_newsletter_56.pdf) I did suggest that the embedded carbon in products imported from China to N America and in particular Europe, presented one of the best potential 'battlegrounds' for NGOs trying to gain the initiative and exert a little leverage after the Copenhagen climate outcome.

Well now there's a string of reports on the same topic. *New Scientist* (13 March, 'Far flung footprint') for instance records that the Carnegie Institution has calculated that 23% of global CO_2 emissions are down to making products that are then internationally traded, many from China (and there's a nice map). Apparently Glen Peters from Norway's Center for International

Climate and Environmental Research has a similar report in the pipeline, while in Britain, Lord Turner, who leads the UK's official if independent Committee on Climate Change, has called for a 'rigorous assessment' of the idea of a levy on imports based on their carbon content ('Turner calls for carbon tax on cheap imports', Tim Webb, *Guardian* 2 March 2010). An unpublished UK appraisal shows that British carbon emissions actually increased rather than going down 1992 - 2004, once emissions from manufacture of imported goods are taken into account ('Imports mean UK emissions are up not down', Paul McKenna, *New Scientist*, 6 February 2010).

And what about electric cars ?

The last edition of this Newsletter and the associated report 'Climate Change Campaigns: Keep Calm But Don't Carry On' highlighted the potential of a VBCOP based strategy to re-weight climate campaigns and escape from the endless media-politics-belief loop. It noted that the impending large scale arrival of electric cars had potential to generate such a behaviour-consistency-opinion-politics effect.

This is all the more likely if the politics (and heuristics) of scarcity get into the conversation along with emulation, status and so on. See for example an article 'Electric cars jockey for position on the grid' by Tom Simonite (*New Scientist* , 13 March 2010) which asks *'when the surge of plug-in vehicles hits the streets over the next few years, how will our electricity grids cope ?'* Yes this will cause some pundits to argue we ought to be doing something else - getting horses or keeping 'efficient petrol cars' for instance - but the much bigger and more useful effect will be to change the terms of 'the debate' - the implicit objective.

Making A Stir

I hear from inside the industry that the current Greenpeace orang-utan/forest campaign has caused some big ripples in the palm oil pond. Confectionary being only one of the brand areas potentially vulnerable. See for example Nestle and the chocolate bar 'Kit Kat' at http://www.greenpeace.org.uk/?gclid=CMji9Jz-yqACFQs-lAodRRqDaQ and the 'Hitler-in-the-Bunker' video at http://www.youtube.com/watch?v=yE-KUhtVBYY and http://www.youtube.com/watch?v=QQL8QfyzcMs&NR=1

Spartish

Readers may remember the Special Edition of this Newsletter (#45, October 2008, http://campaignstrategy.org/newsletters/campaignstrategy_newsletter_45.pdf) *'The Spartans Strategy For Making Politics Deliver on Climate'* - well now Simon Bryceson's strategy proposal has inspired a network of young campaigners to try and turn the idea into action for the impending UK General Election. Check them out at http://itstheclimatestupid.com/