

# So you want to get your President to Sign the ACUPCC...

## Step 1. Do Your Homework: Figure out what your president thinks about the ACUPCC.

If you have direct access to the president, give her/him a call. If not, ask facilities management, other administrators that you are close with, or student leaders that would know.

Some sample questions to ask:

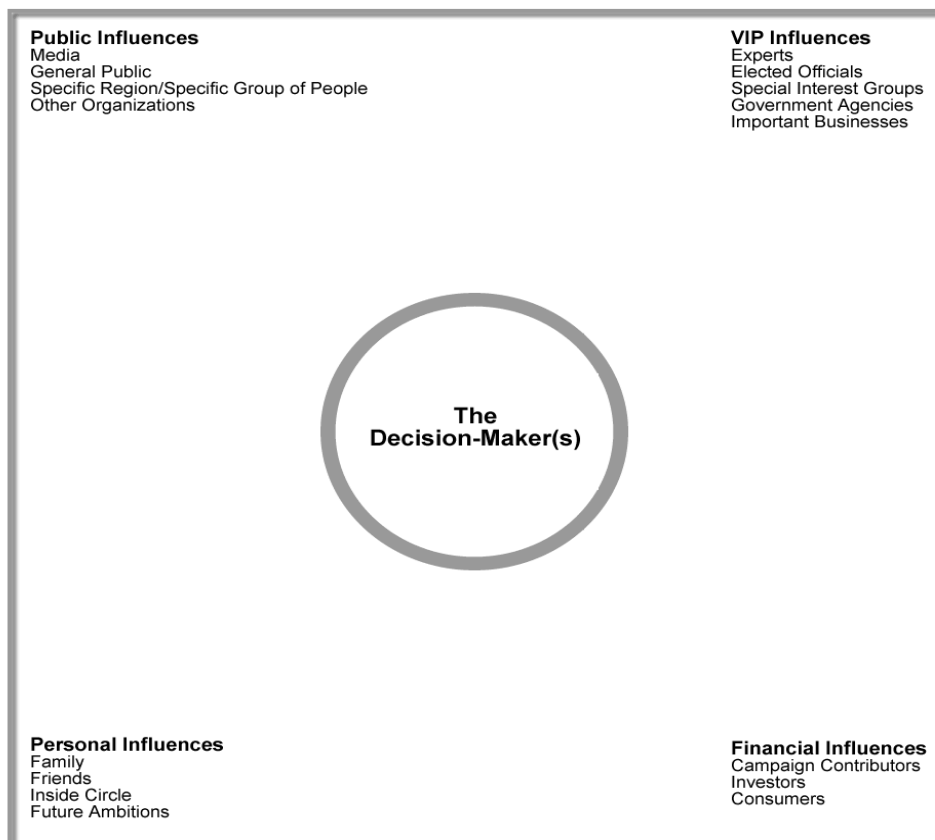
Has the president heard of the ACUPCC?

What will it take for them to sign it?

## Step 2. Assuming that the president will not sign on without a little positive pressure, take a minute to devise a strategy that will convince your president to do the right thing.

Below is an easy "Power Map" to fill out that should help you develop your strategy (i.e. how you will get your president to sign on to the ACUPCC)

Using the power map easy: just answer the below questions by filling in the appropriate section of the Power Map. When you're done hang it up on your wall and use it to guide all your campaign decisions.



1) Who is the bottom line person or set of people who will make the final decision on your policy? Write this person/group's name in the middle of the circle at the center of the chart. **In this case, it's the President!**

2) Who are the less-powerful people and organizations along the way who influence the president on this issue? Name both organizations and the individuals with the most power within each organization.

List out all the people/groups that influence your decision maker, using the categories in the corners of this chart to help you brainstorm. Write the most influential people closer to the decision-makers name, and the less influential people further away.

3) Weigh the influence of each person/group on the issue. Who are the most influential? Circle the most influential.

4) Of the people/groups on the list, who do we influence and whom do we have access to? Star the ones we have access to.

5) Look over the list. What people and groups do we have access and influence with who might be able to help us influence the targets? Highlight the groups that are both circled and starred.

6) Estimate your opposition's influence.

- Go through the influences– who do we influence and who do they?
- The places where we both have influence are the battlegrounds.
- We win by pre-empting their opposition by contacting the targets first and having a good message (“Of course the oil companies are going to say this is important to national security) or isolating them (“The opposition is just a few companies, we have this whole coalition on our side.”).

7) Develop your plan for coalition building. Who else do you need to get on board to make PCC happen?

8) What are the major arguments that will convince these people to adopt your proposal?

**Step 3. Based on what you choose as your strategy, choose the top three tactics that will help you win. You can always do more if you've got the people power!**

- *Student petition*  
Collecting a petition educates the student body about the importance of climate neutrality, builds student support and spreads the word, and demonstrates to your administration how much student power you have behind your efforts. You can also recruit for your group through petitioning.
- *Faculty sign-on letters*  
Like a student petition, a faculty petition is useful for both education and power-building on campus.
- *Ask other staff to weigh in with the president*  
Faculty and students aren't the only ones at school who have a big influence over the president – some of the most important folks might be the Director of Facilities Management, the Vice President for Finance, and other key administrators or staff. Be sure to figure out who some of the power-holders are and try to get them on your side. At

some schools, these folks have been willing to write personal letters or have meetings with the president to ask for a PCC signature.

- *Media coverage*  
By getting your issue in the campus and local news, you can spread the word about your work and raise awareness. Also, your college/university president and administrators will see the coverage of your work and know that you are a big deal!
- *Events on campus*  
Events are a great way to build up student support and educate large numbers of people. They also energize your group and give volunteers something exciting to work on. Finally, events can provide a great opportunity to collect petition signatures and get media coverage!
- *Alumni outreach*  
Presidents and administrators generally care a lot about what alumni think (since alumni donations are REALLY important at most schools!) so if you can organize alumni to weigh in that will likely influence your campaign target.
- *Students/Faculty resolutions*  
More formal than a petition, a student government or faculty senate resolution sends a clear message to the administrator that the student body/faculty as a whole support your campaign for climate neutrality and the PCC.
- *Letter to the President*  
Whether you're sending a formal request for a meeting or writing a cover letter for a larger proposal, it's important to have a carefully crafted and well-argued letter to the president. See the additional resources document for some good examples.
- *Community pressure*  
Sometimes having off-campus community groups ask your president to sign the PCC can make a big difference. Is your school integrated into a larger urban community? Does your president care about what certain off-campus groups think? If so, you might consider approaching off-campus organizations to ask them to endorse your campaign and/or weigh in with the president. You should also, of course, ask what you can do to help them!

NOTE: See the additional resources document for samples!

#### **Step 4. Keep it simple. Plug your tactics in a plan and timeline to keep things straight.**

*For ease of planning, download the helpful sample campaign planning matrix and toolkit you can use, developed by the successful KyotoNOW! Group at Cornell University. The campaign toolkit includes sample press releases, talking points, petitions, student interest cards and more.*

#### **Step 5: Do it!**