



# Legislative Campaign Assessment & Tracking Tool (LCATT)

## Setting the Stage For Your Campaign

What is the central goal of your campaign? If you are successful, what will be true?

How do you know you are responding to the needs of your community?

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How does your campaign align with your organization's work and mission?

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Which are you targeting?

Local government

State government

Both

What kind of campaign is this?

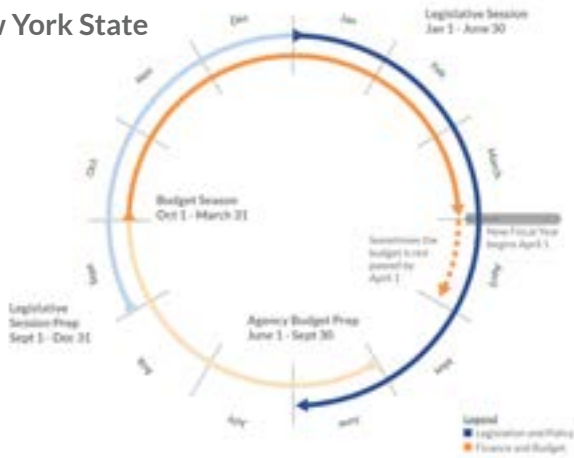
Budget

Legislative

Both

Given the session timeline, when does it make sense for you to launch your campaign?

### New York State



### New York City



What is your clearly-defined ask?

Based on your organization's strengths, what are the best tactics for your campaign? Examples of inside tactics include using the relationships you've built with electeds, agencies, the Executive. Examples of outside tactics include rallies, protests, research, press, etc.

Who will execute these tactics?


What are the next steps in your campaign planning process?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

# Building a Coalition

What is the goal of your coalition?

Which key partners should be in this coalition?

Name \_\_\_\_\_

Why include them? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Date to reach out \_\_\_\_\_

Name \_\_\_\_\_

Why include them? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Date to reach out \_\_\_\_\_

Name \_\_\_\_\_

Why include them? \_\_\_\_\_

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Why include them? \_\_\_\_\_

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Contact name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Date to reach out \_\_\_\_\_

How might you pool resources (e.g. financial, staffing, organizing)?

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How will you communicate with your coalition?

How will decisions get made in your coalition (including for media requests and “late in the game negotiations” requiring immediate response)?

## Relationship-building: Target Selection Strategy

For state campaigns: what relationships are you prioritizing and why?

From the Governor's office and 2nd floor staff:

State agencies (including the Division of Budget)

Legislature central staff

Legislators and personal staff

For local campaigns: what relationships are you prioritizing and why?

Executive office and Executive's administration

Agency staff

Legislators and personal staff

Central staff

# Relationship-building: Planning a Legislative Meeting

## Attendees

Attendee: \_\_\_\_\_

Role: \_\_\_\_\_

Attendee: \_\_\_\_\_

Role: \_\_\_\_\_

Attendee: \_\_\_\_\_

Role: \_\_\_\_\_

Attendee: \_\_\_\_\_

Role: \_\_\_\_\_

Attendee: \_\_\_\_\_

Role: \_\_\_\_\_

Attendee: \_\_\_\_\_

Role: \_\_\_\_\_

## Meeting goal

### Relationship-building goal

(How can a relationship with this person move your work forward over time?)

### Relevant background on this person (including meeting history)



## Agenda

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## Talking points

## Asks

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## Next steps

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# Strategy and Content: Power Analysis

Fill in key stakeholders for your campaign for each category not already filled in:

Governor Andrew Cuomo

Senate Majority Leader Andrea Stewart-Cousins

Assembly Speaker Carl Heastie

Individual legislator \_\_\_\_\_

Individual legislator \_\_\_\_\_

Specific Committee Chair (and their Committee) \_\_\_\_\_

Specific Committee Member (and their Committee) \_\_\_\_\_

Caucus \_\_\_\_\_ Agency \_\_\_\_\_

Union \_\_\_\_\_ Other coalition \_\_\_\_\_

Faith leader \_\_\_\_\_

Opposition group \_\_\_\_\_

Other organization \_\_\_\_\_

Now write in each stakeholder in the chart to conduct your power analysis:

High Power, Against

High Power, Support

Low Power, Against

Low Power, Support

## Strategy and Content: Power Analysis

**High power, support:** These are the stakeholders with whom you must fully engage and make the greatest efforts to get their buy in.

**High power, against:** Monitor the actions of these stakeholders closely and be prepared to address any opposing actions to your campaign. Efforts should be made to change the support of stakeholders that are “on the fence.”

**Low power, support:** Keep these stakeholders adequately informed, and talk to them to ensure that no major issues are arising. These stakeholders can often be very helpful with the details of your campaign. Efforts should be made to mobilize and increase their power.

**Low power, against:** Monitor these stakeholders, but do not devote much time and resources towards them.

**What are some key take-aways for your targeting and relationship-building based on the power analysis you just did?**

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# Strategy and Content: Developing Content

How, specifically, are you proposing to change the law or budget?

## Cost of the policy

What information do you need to know?

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Who may already have these numbers?

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Who else could you talk to about pricing?

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What other jurisdictions, cities, or states have tried to pass similar policy?

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## Strategy and Content: Developing Content

Are there other similar bills or budget asks from previous years?

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Are there other similar bills currently on the floor? Take a look on <https://legiscan.com/NY/legislation>

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Of these documents, which are you planning on drafting, which are ready to draft, and which do you still need more information on?

### Bill language

Planning on drafting?   If yes, is it ready to draft?    
Y N Y N

If planning on drafting, but it's not ready to draft, what information do you still need and where can you get it?

### Sponsor's Memo

Planning on drafting?   If yes, is it ready to draft?    
Y N Y N

If planning on drafting, but it's not ready to draft, what information do you still need and where can you get it?

## Strategy and Content: Developing Content

### Campaign 2-pager

Planning on drafting?   If yes, is it ready to draft?    
Y N Y N

If planning on drafting, but it's not ready to draft, what information do you still need and where can you get it?

### Fiscal Impact Statement

Planning on drafting?   If yes, is it ready to draft?    
Y N Y N

If planning on drafting, but it's not ready to draft, what information do you still need and where can you get it?

# Legislative Process

Where in the process is your bill right now?

Introduction

Going Through Committees

Ready For Floor Vote

Governor's Desk

## Committee Strategy

Which committees might your bill have to go through? Who do you know, or need to know, on these committees? What people and organizations can help you reach them?

**Committee:**

**Key Contacts:**

**Connections:**

Senate Committee:

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Senate Committee:

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Assembly Committee:

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Assembly Committee:

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Ways and Means Committee:

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Finance Committee:

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Rules Committee:

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## Floor Votes: Assembly & Senate

### Senate - Supporters

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### Senate - Targets

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32 votes  
needed  
for  
majority

### Assembly - Supporters

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### Assembly - Targets

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76 votes  
needed  
for  
majority

Do you have any champions - folks who are not only willing to vote for your legislation, but will also go above & beyond to help get additional supporters/co-sponsors? If you don't have any champions yet, who might be able to play this role?

Committees That Can Host Hearings on Our Issue:

## Raising the Visibility of Your Bill

Which of these actions could help raise the profile of your issue in the next few months?

- Hearing
- Lobby day in Albany
- Social media campaign
- Call-in campaign
- Direct actions in-district
- Other: \_\_\_\_\_

Next steps on *one* planned action:

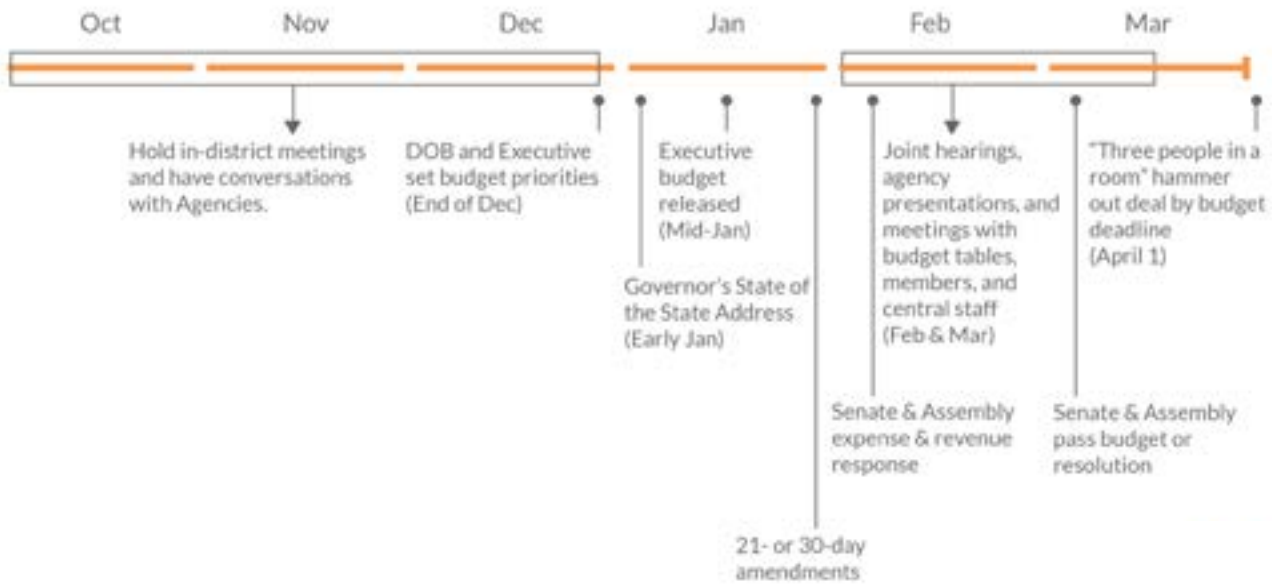
## Governor's Desk

Who are the primary people you need to speak with from "the 2nd floor"?

- 1.
- 2.
- 3.

Who from among your sponsors & champions can help make connections?

# Budget Process



Given where we are in this year's budget process, where does it make the most sense to focus your energy?

Introduction	Going Through Committees	Ready For Floor Vote	Governor's Desk
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Next steps to reach target:

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**Committee:**

**Key Contacts:**

**Connections:**

Agency:

\_\_\_\_\_

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Agency:

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Executive/2nd Floor

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Senate

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\_\_\_\_\_

Assembly

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Upcoming Budget Hearing**

Date: \_\_\_\_\_

Plans for this hearing (who will go, focus of testimony, conversations to have with sponsor, etc):

## Implementation

**Challenges.** Are there any implementation challenges that you can foresee already? If yes, what's a next step you can take to get ahead of, or at least keep an eye on, those issues?

**Milestones.** Are there any key dates or benchmarks related to implementation that you'll need to keep in mind?

### Assess Your Organization's/Coalition's Current Capacity

Staff, member leaders and coalition partners available to work on implementation:

Experts who can help monitor, participate in rule-making, etc:

Media relationships you can leverage to educate the public about your bill:

Do you have dedicated or unrestricted funding to support implementation efforts?

  
Y  
N

**What's one step you can take to increase your capacity to participate in implementation?**

*(Examples: integrate funding for implementation into your campaign plan, recruit more organizations to support implementation efforts, etc.)*

### **Build With Agencies**

Which agencies, and departments within agencies, will you need to work with?

1.

2.

3.

Who do you already know at these agencies?

1.

2.

3.

Who from among your coalition members & supporters can help build agency relationships?

## Engage the Community

**Public Education:** How will you educate the community about what you won & involve them in implementation? (*Examples: plain-language summary of the bill & timing for implementation; public forums; community trainings; regular calls, webinars, or emails; etc.*)

**Community Leaders:** Are there community leaders who are ready to participate in implementation efforts? What are some roles these leaders could play in implementation?

**Access Needs:** What access needs do you need to address to be able to engage & inform the entire community? (*Interpretation, graphic explanations, etc.*)

**Next step to engage community members:**

Please share how you use the LCATT, ways it is impacting your work, or any questions you have by emailing:  
[membership@advocacy-institute.org](mailto:membership@advocacy-institute.org)

