

# *Moving the Needle*

**Shifting the Mindset: Creating Relevancy to  
Drive Funding for My Program**

Nevada Water Forum  
Thursday May 20, 2021

WELCOME TO ANOTHER  
ROUND OF "IF WE HAD  
MONEY."

I'LL GO FIRST.



www.dilbert.com scottadams@aol.com

IF WE HAD MONEY,  
WE COULD DESIGN  
AND TEST NEW  
PRODUCTS.



5-1-09 © 2009 Scott Adams, Inc./Dist. by UFS, Inc.

WE  
COULD GO TO  
TRAIN-  
ING.

YOU  
FORGOT  
TO SAY,  
"IF WE  
HAD  
MONEY"!



# Presentation Outline

- Realities of Funding Clean Water
- Shifting the Mindset
- Creating Political Relevancy

# Realities of Funding Clean Water

- **Regulations** – Growing everyday
  - TMDLs
  - Permit Reissuance
  - Trash Requirements
- Strong need for **community buy in**
- **Costs** rapidly increasing
- Financial need > Community/Political support
- **Clean Water chronically *underfunded*** (if at all)



# Why Underfunded...

## ...Why the Struggle for Buy In?

1. “Homeless” service
2. Competing – Lower Priority
3. Poor job of marketing
4. Programs not well defined
5. Lack compelling message
6. Public’s confidence of government LOW
- 7. Not politically relevant**







So...What Do We Do?

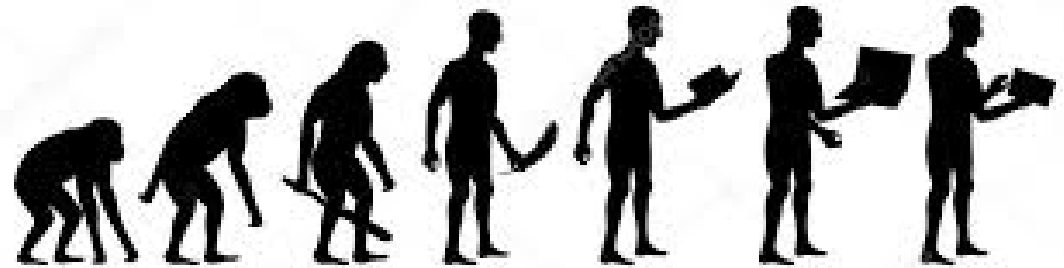


# Shift...the Mindset!!!!

- How we...

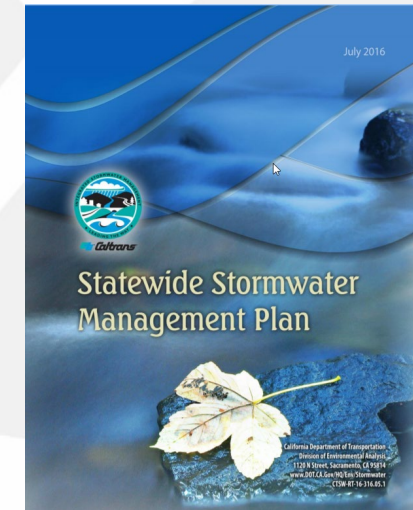
- **THINK**
- **TALK**
- **SELL**

...Clean Water



# 1. Clearly Define the Program

- Think differently
- Be comprehensive
- **What services are you providing?**
- Who is receiving service?
  - Residents
  - Land owners
  - Businesses
  - Visitors





## 2. Justify of Need

- How much do you need?
- What do you have now?
  - What sources?
- What's the delta?



Tahoe Stormwater Funding Partnership  
Financial Outlook

Submitted to:  
**Tahoe Resource Conservation District**

December 2015

Submitted by:



# 3. Compelling Argument



## Essential community values

- ❖ Clean water
- ❖ Sustainable infrastructure
- ❖ Protection of property

*We believe investing  
in these is a top  
priority!*

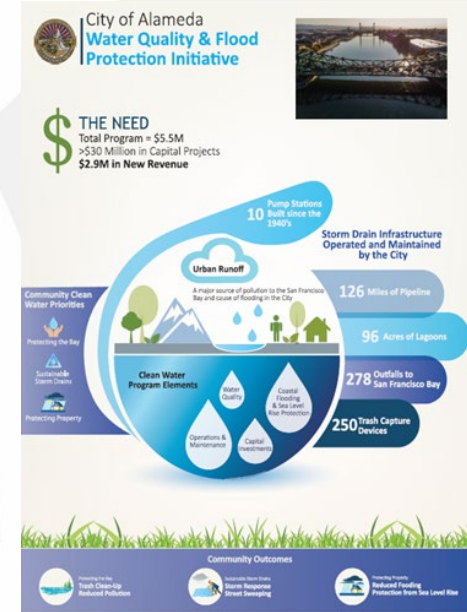




# 4. Branding & Messaging

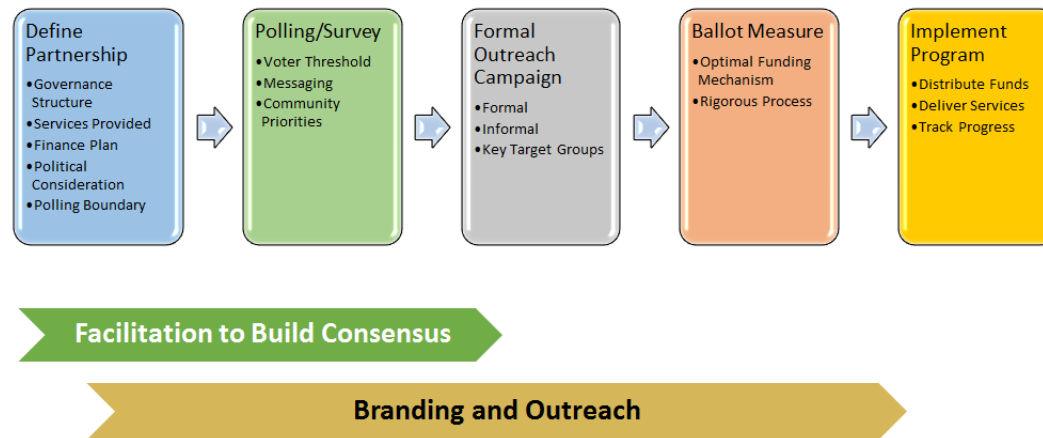


Clean Drains  
Clean Water  
Clean Berkeley



# 5. Take a Different Approach

- Build Support
- Key Stakeholders
- **Strategic Thinking**
- **Be politically Relevant**





# Politically Relevant...Why?

- \$\$Politics drives money\$\$
- People follow what they understand and believe in...
- Squeaky wheel gets the oil





# Politically Relevant...How?

- Be known, be visible
- Develop personal relationships
- **Know & engage community “Influencers”**
- Develop alliances & program champions
- Get involved with local organizations
- **Develop a “Political” Strategy**

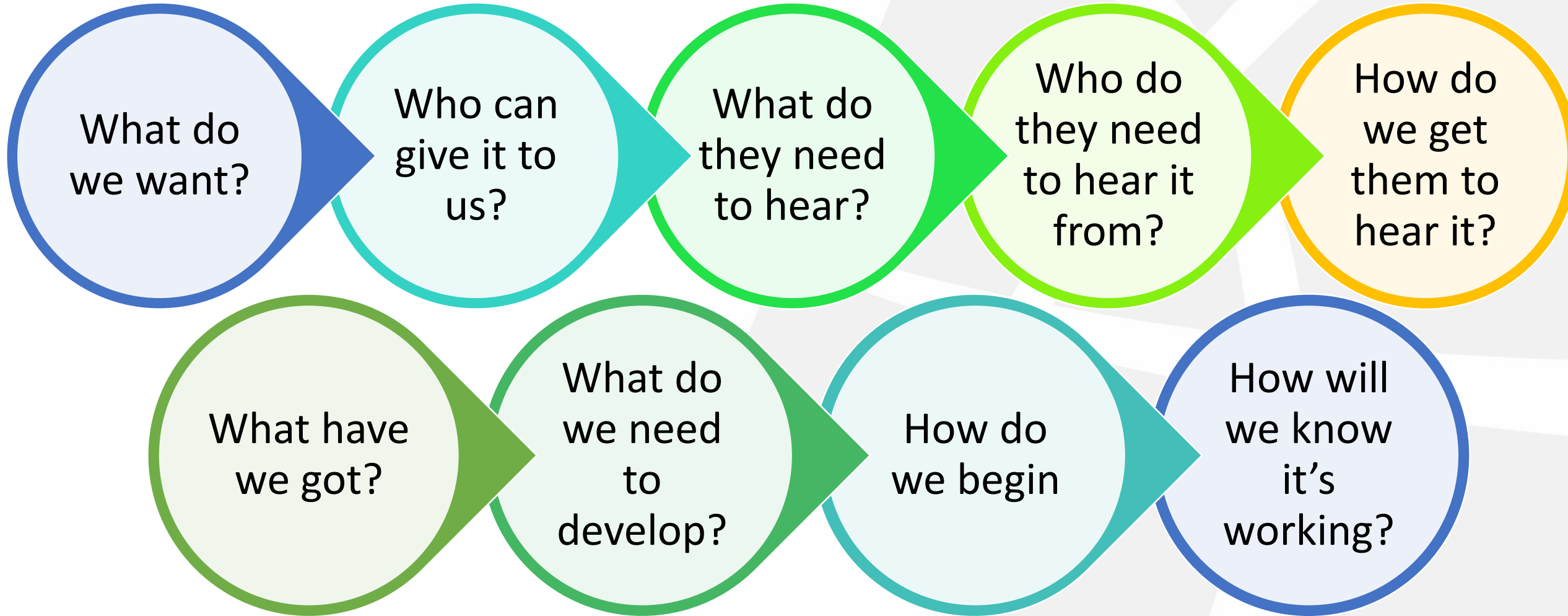
ental Services

[www.ncenet.com](http://www.ncenet.com)



What is a Political Strategy?

# Really Just a Set of ?s & Answers





# political campaign strategy

17 TIPS TO GET ELECTED

CAMPAIGN STRATEGY SHOULD BE  
20% STRATEGY 80% IMPLEMENTATION

- START EARLY**  
Start as early as possible to maximize donations and team members. Set a countdown clock to election day.
- THE POLITICAL LANDSCAPE**  
Understand the political landscape and use the prevailing mood to shape your messaging.
- FIELD ORGANIZING**  
Connect your field outreach work to your voter database, email and GOTV operations for max efficiency.
- VOTER ISSUES**  
Capturing voter issues from early on with petition drives, canvassing and online surveys takes the place of expensive market research.
- FUNDING MODELS**  
Establish ways in which you can legally fund your campaign. Donations, self-funding and government grants.
- GET OUT THE VOTE**  
Set out your election day schedule hour by hour. The info you need for that will tell you what you need to collect during the campaign.
- MEDIA**  
In your public appearances remember make 3 points, use common language and be presentable.
- TEAM ONBOARDING**  
Important strategy. Aim for the highest possible number that you can cope with. How do you onboard them?
- CAMPAIGN MESSAGING**  
Each issue area needs a stance. Connect your message to your personal brand. Be distinctive, can be the same message but delivered differently
- COMPETITOR ANALYSIS**  
Do a competitor analysis to identify strengths and weaknesses of your opponents.
- YOUR DIGITAL TOOLS**  
Assemble the list of digital tools you are going to use based on your budget.
- VOTER TARGETING**  
Voter targeting should be done on your voter database. Segment first based on likelihood of supporting you.
- VOTER DATA**  
You should have an electoral register freely available to you. Think about purchased voter files or getting help from party colleagues.
- WHO TO HIRE?**  
You need a hiring plan. Who are key personnel and what is your target for campaign volunteers?
- ONLINE PROPERTIES**  
Some basic requirements for websites and social media - donation buttons and newsletters. Check out our resources here.
- PERSONAL BRANDING**  
Like it or not the campaign is personal. Take positions, don't be too politic. Have personality. Have a personal brand.
- COMBATING FAKE NEWS**  
Have a social presence. If its a lie challenge it publicly. Lead the conversation, have your competitors react to you, not vice versa.

Follow us here for more tips

www.ecanvasser.com

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# Elements of a Clean Water Political Strategy?



save our schools



SOSWashoe.com



1997-2007

## RESTORATION IN PROGRESS

ENVIRONMENTAL IMPROVEMENT PROGRAM  
PROGRESS REPORT

Lake Tahoe



WATER QUALITY & FLOOD PROTECTION INITIATIVE  
2019



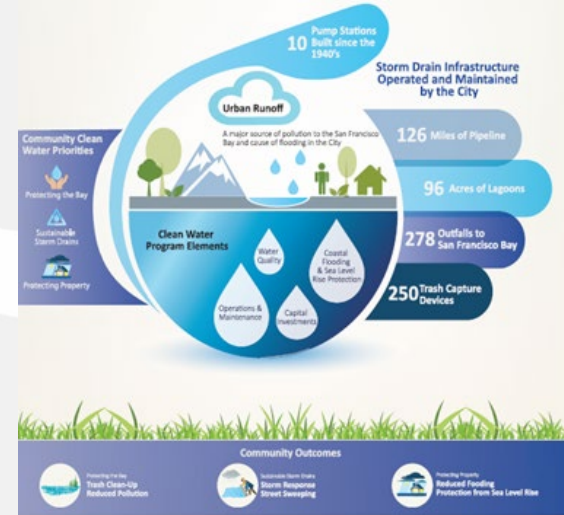
The RCD is a focal point for conservation and is uniquely positioned to spearhead conservation efforts on both private and public lands. It is an invaluable resource for residents and agencies throughout the County for better stewardship of lands, watersheds and coastal resources.

Rich Gordon  
State Assemblymember (former)

City of Alameda  
Water Quality & Flood  
Protection Initiative



THE NEED  
Total Program = \$5.5M  
>\$30 Million in Capital Projects  
\$2.9M in New Revenue







Take the First  
Step....



# Example Action Items

- Attend Council or Board Meetings
- Develop relationship with:**
  - Elected officials**
  - Management or Executives**
- Secure outside champions
- Host elected officials in the field days/events**
- Outreach campaigns
  - Social media
  - Meet & greets
- Take on leadership positions on local boards
- Create connection with your local media**
  - Offer to write a local column**
- Engage with local professional Organizations
- Create Program Branding & an attractive logo**
- Sponsor local events

# Closing & Contact Information

**Jason Drew**

Principal

NCE

775-588-2505

[jdrew@ncenet.com](mailto:jdrew@ncenet.com)