NIFAA
The National Institute for Animal Advocacy
jlewin@nifaa.org  203-901-5355
Dedicated to the desperate animals who wait

In memoriam for those whose time ran out
GET POLITICAL FOR ANIMALS
and win the laws they need

by JULIE E. LEWIN

Why and how to launch a voting bloc for animals in your town, city, county or state—and the simple steps it takes to do it

FOR ANIMAL RIGHTS AND RESCUE ADVOCATES AN EASY-TO-UNDERSTAND, STEP-BY-STEP MANUAL FROM THE NATIONAL INSTITUTE FOR ANIMAL ADVOCACY

Find at nifaa.org
MOST IMPORTANT TO LAWMAKERS
RE-ELECTION Directs lobbying strategy
1% CT hunters drive wildlife law because they lobbying through a political organization that endorses candidates

Leading lawmaker championed leghold traps knowing 99+% of their constituents who would be horrified would never know

Vote against values goals
Impacting legislation = Election Day math
• Charity 501c3
• Lobbying Organization 501c4 *help Brian*
• Political Action Committee PAC
• STATE EMPLOYEE UNIONS
• LGBT RIGHTS
• ABORTION RIGHTS
• ENVIRONMENTAL GROUPS
• NRA
FABRIC

• of lawmaking body
• of political life of jurisdiction
Without a political organization for animals, every election a tragic waste.
NIFAA’s Mission

1. Political groups mandatory components of our advocacy
TEACH advocates to start and run political organizations.

BOOK WEBINARS WORKSHOPS

See nifaa.org
INSPIRE charities to launch affiliated political groups—and show them how
4. **CREATE** a deep political culture among rights and rescue advocates
We’re a sleeping GIANT
Successful strategy is based on these facts:
1. TOP FACTOR
   how lawmaker votes
   ELECTION DAY VOTES
2. MERITS

LOW on list that determines bill’s fate
3. ELECTION DAY VOTES

TRUMP CAMPAIGN CONTRIBUTIONS
4. LAWMAKERS KNOW SMALL POLITICALLY ORGANIZED groups swing elections
Politically organized minority far more powerful than politically un-organized majority
Win laws opposed by the majority
Lawmakers must FEAR YOU on Election Day
PG Works in 4 Ways

1. Organizes voters into Election Day force

2. Lobbies

3. ENDORSES CANDIDATES

4. “Turns out” its voters
BEFORE casting vote

1. PG informs constituents how s/he voted
2. Voting record determines whom PG endorses
3. PG turns out its constituents on Election Day
Each step produces CRITICAL FINGERPRINTS

political group uses to make endorsements
1-to-1 Accountability System
holds each lawmaker accountable on Election Day to constituents WHO VOTE
Lawmaker cares ONLY about concerned, informed CONSTITUENTS WHO VOTE
MOST ADVOCATES DON’T KNOW lawmakers’ records DON’T VOTE NOT REGISTERED
Landslide victories often won by FEW VOTES
COUNTY ELECTION 2013

VEP per district 30,000

Turnout 20% = 6,000

Walsh 66% = 4,000

Lewin 2,000

Winning margin 2,000
New York City 2013
Mayoral
City Council
Turnout
Registered Voters
25%
80% of VEP Registered = 24,000 out of 30,000
“50% plus 1”
candidate
must win
half plus 1 of votes cast
Lewin would have won if

1. Given 1,001 voters reason to vote for Lewin
2. Motivated 2,001 of 18,000 stay-home RV to vote for her
3. Registered 2,001 of 6,000 new favorable voters
PG Impacts Election Day Math

1. Change minds of prime voters
2. Motivate stay-at-home registered voters
3. Register new voters
4. Conduct GOTV
Motivate People to Vote

Connect voting with what’s important to them

Habit
Potential supporters

EVERY voting-eligible resident whose voting behavior may be influenced positively by endorsement

Quantity over Quality
POWER IS A NUMBERS GAME

RECRUITMENT #1
ALWAYS CARRY VOTER REGISTRATION FORMS
1 District maps
2 Database
Sort signups by Political District
Enduring, strong, symbiotic relationships

Legislator becomes champion, protector
WIN-WIN if endorsed candidate loses

Political establishment sees you functioning politically causing terror
• Potential to destabilize ED dynamics PROFOUND

• Candidates SEEK endorsement
Top factors in lawmaker’s vote

1. Election Day votes

2. Does my party leadership care?
POLITICAL ECOSYSTEM

Party affiliation,
hierarchy
Marching orders
or
“Vote your district”
“All politics is local”

Strategic thinking
Strategically allotting time
Always recruiting in districts of lawmakers with disproportionate power
Do Media Protests Petitions win strong laws? Accountability test? NO
Opponents concede nothing —unless they must

Lawmakers ignore us —because they can

“Change comes from POWER. POWER comes from the ORGANIZATION.” Saul Alinsky
“Dare to imagine what politics can be”

Late US Senator, social justice activist Paul Wellstone
MAY I COUNT ON YOUR VOTE?
Legislator Patti Keynes: We, your constituents, urge you to...

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WMARA: Western Massachusetts Animal Rights Alliance
WMARA.org  000-000-0000
CHANGE comes from POWER.

POWER comes from the ORGANIZATION.
Love for animals crosses party lines, increases turnout
Impact of endorsements extends beyond PG’s mailing list

QUANTITY over Quality
Let’s approach top loser about the next election
Surprise Election Upset!
Challenger
Beats Incumbent
53% - 47%
Lawmakers who care NEED YOUR PROTECTION on Election Day
Always carry voter registration forms
Quantity over quality

... voting behavior may be impacted...
Follow the logic
So comfy

Listen up
NEW YORK STATE 2016

VEP 13,693,128
Voting Eligible Population

RV 11/1/16 12,493,250
Registered Voters
82% of VEP

VEP Turnout 56.9%
Average District Population
157,000

VEP 110,000

LOW TURNOUT FAVORS POLITICAL GROUPS
RV Manhattan

1,126,400

760,045  D
109,983  R
248,165  U
TO RV 2016

Bronx 52.37%
Brooklyn 53.89%
Manhattan 60.89%
Queens 56.63%
Staten Island 60.08%