



TIPS FOR BUILDING COMMUNITY SUPPORTERS

Does your campaign have a base of community supporters ready to activate when needed? A robust and well-connected list of supporters will broaden the support base and significantly improve the ability to influence decision makers on the tobacco policies. Building this network of supporters requires strategic planning, genuine engagement, and consistent effort.

Here are some tips to consider for identifying supporters and recruiting them to your tobacco policy issue campaign.



DEFINE THE AUDIENCE:

Clearly identify the specific demographic or group you aim to recruit. Whether it's community members, established leaders, or youth, defining a specific audience will help you design compelling messages and outreach strategies. There are generally three types of support a campaign needs for success: **1. community supporters**, **2. community leaders**, and **3. community-based organizations**.

COMMUNITY SUPPORTERS

Community Supporters make up the everyday people and residents in the community. Ways to build your list of Community Supporters:

- Ask members of the coalition that have a membership to email them and ask them to sign-up to support the campaign.
- Promote supporter sign-ups at community tabling events, town halls or other events where like-minded people may attend.
- Host engaging events that attract those eager to help. (Educational workshops, panel discussions, volunteer activities)

COMMUNITY LEADERS

Community Leaders are comprised of local opinion leaders who can influence other community stakeholders, including elected officials. Ways to build your list of Community Leaders:

- Develop a list of community leaders in the jurisdiction where the campaign is taking place.
- Ask coalition members/community partners who have relationships with community leaders to make an introduction.
- Conduct a one-on-one meeting with the prospective opinion leader.

COMMUNITY-BASED ORGANIZATIONS

Community-Based Organizations are local organizations in the community that may have a mission that aligns with the tobacco policy campaign issue. It is important to generate endorsements from organizations such as non-profits, labor, business, and service organizations.

Ways to build your list of Community-Based Organizations:

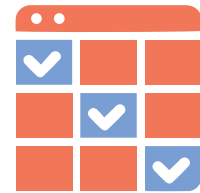
- Find a coalition member or existing community partner with a relationship to an organization of interest and ask for an introduction with leadership.
- Call the organization and seeking a meeting with the staff or volunteer leaders so you can educate them about the campaign.
- Ask if you can make a presentation to the organization's board of directors or a committee that deals with health, equity, or other issues related to the subject matter of the tobacco policy campaign.



BEING VISIBLE IN THE COMMUNITY INCREASES CHANCES OF BUILDING A STRONG NETWORK OF SUPPORTERS AND COMMUNITY LEADERS.

ORGANIZE YOUR SUPPORTER LISTS

Update and maintain your supporter lists so you can effectively communicate with your supporters. While you can track your list of supporters using excel, some organizations use Customer Relationship Management (CRM) Systems. The key is to categorize your supporters and communication history somewhere, so you are ready to activate them when needed.



Example:

First Name	Last Name	Organization	Organization Type	Email	Notes	Contact Date
John	Doe	Smiley Town Community Clinic	Health	J.Doe@Clinic.org	Program Director/ Interested in partnering for event and speaking to City Council	5/19/2023
Jane	Doe	Office of Assemblymember Smith	Elected Official	Jane.Doe@asm.ca.gov	Will share event info in monthly newsletter	5/20/2023

Don't be afraid to get creative with your tracking system. Include other labeling categories such as opinion leaders, businesses, youth, health advocates, and more.

Developing community support is an ongoing process that is essential to building credibility and influence. As you start to see your list of supporters grow, make sure to maintain regular communication to keep them engaged. Show genuine interest in their concerns and present opportunities for members to make a difference in the community.