SCENARIO 1

Your campaign has been organizing a rally in an area that is conservative and crucial to your campaign. After almost a month of organizing for the event, another group has asked that your campaign not be listed as an event sponsor because the organization is seen as “too liberal” and could hurt the campaign in such a conservative area of the state.

What would you do?

SCENARIO 2

One of your key targets is hosting a town hall event next week. One of your coalition partners is proposing that groups show up and intentionally cause disruptions and engage in civil disobedience inside the town hall to derail the event.

Based on your target’s motivations and your guiding theory of change, you and several other members of the coalition don’t think this is an appropriate tactic at this point in time.

What would you do?

SCENARIO 3

Your campaign and several partner organizations have planned a Day of Action on a Saturday several weeks from now. You’re planning several large canvasses to get the word out about your campaign and ask voters for their support. You’re also planning to pitch these canvasses to local press in an attempt to get earned media for your campaign.

Another organization has decided to host a press conference the same morning, featuring teachers who support the same issue you’re working on. They will be inviting all of the major local news outlets to cover the press conference.

What would you do?