



**To Win
Marriage Equality Back,
We Must
Prepare to Prevail**

July 25, 2009
LGBT Leadership Summit
San Bernardino, CA

Why We Aren't Ready Now

- Polling results do not support a “yes” vote yet
- Other 2010 statewide campaigns have been in campaign mode for over 6 months.
- There are Only 65 weekends until November 2010 (including holidays & vacations) and still . . .
 - We Have Not Decided on Campaign Governance
 - We Do Not Have a Network Communication Plan
 - We Do Not Have Sufficient Funds to Get Started
 - We Do Not Have Final Ballot Language
 - We Do Not Have Campaign Messaging or Strategy

We Don't Have the Votes, Yet

- Californians are **closely divided** on marriage equality, There has been **no change in support since 2005** AND We don't have a majority of voters TODAY
- More than 2/3rd of **ALL** ballot measures lose
- A “yes” campaign requires a solid majority to win
- To win, we need over 300,000 votes, which means a minimum of 1000 **persuasions/day** for 2010, about 500 for 2012

Hate and Consequences

- **Opposition rhetoric** has harmful effects on vulnerable LGBT people – losing a campaign has serious consequences
- Resources to provide vital services for vulnerable LGBT people is limited – multiple campaigns will **drain** these **resources** from where they're most needed
- Serious mental health toll on vulnerable LGBT people from multiple campaigns



Before we proceed with a ballot we must:

- **Unify** for a winning campaign strategy
- **Build** a large coalition of non-LGBT allies: progressive, labor, religious, civil rights, political, media, community groups, etc.
- **Secure** generous support from donors
- **Improve** social attitudes towards LGBT equality
- **Increase** voter support for a “yes” vote

Before we proceed with a ballot we must: (continued)

- **Coordinate** voter id, contacts, follow-up
- Consider **diversity**: beliefs, culture, language, regional qualities, etc.
- Develop and test **messaging**: ballot/campaign language, images
- **Prepare for opposition** tactics, issues: religion, schools, families, funding

PREPARE so we can WIN

Our Top Priorities:

- Develop campaign infrastructure
- Raise education and campaign funds
- Build community mobilization
- Expand public support

Start Now!

Set a **SOLID FOUNDATION**

Start now with **Public Education Campaigns:**

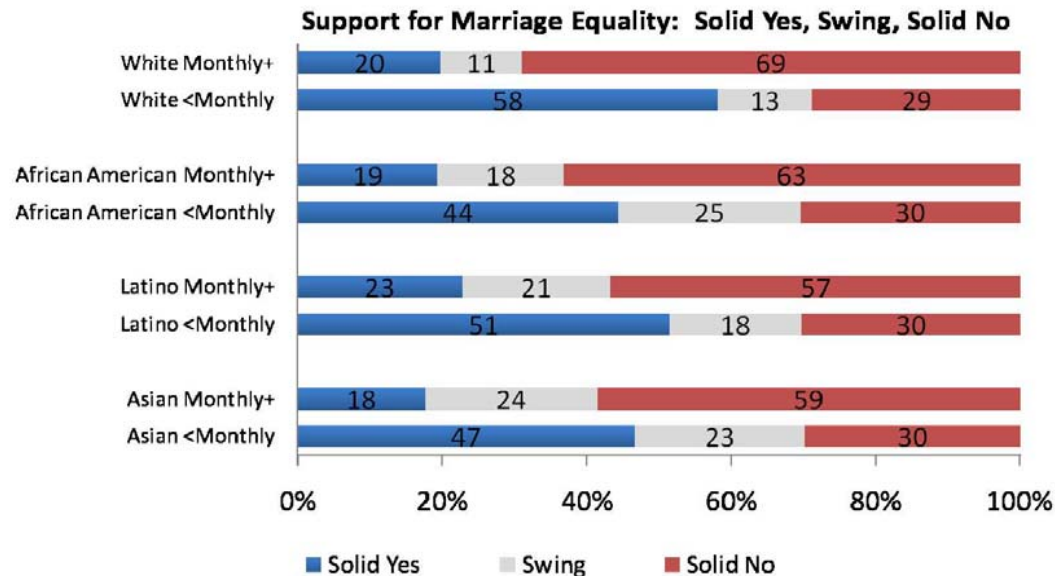
- Identify Resources, Partnerships
- Intensify successful strategies
- Develop and test new messaging
- Coordinate media buys with community outreach
- Evaluate, adjust, expand efforts

Boldly Going Where We Haven't Gone Before

- Intensive non-LGBT community outreach
- Securing political & ally endorsements
- Broadening mainstream media presence
- Building and training volunteer base
- Nurturing LGBT leadership
- Identifying supportive voters

We Can Increase African American, Latino & Asian Community Support

Interaction between race or ethnicity and frequency of worship show that frequency of worship is a stronger factor than race or ethnicity



LGBT and Ally Leaders Agree!

1. ACLU of Northern California
2. ACLU of San Diego and Imperial County
3. ACLU of Southern California
4. API Equality-LA
5. API Equality-Northern California
6. Asian Pacific AIDS Intervention Team
7. Asian Pacific American Legal Center
8. Asian Pacific Islander Parents, Families and Friends of Lesbians and Gays (API PFLAG)
9. Asian/Pacific Islander Queer Women/Transgender Activists (AQWA)
10. Ballot Initiative Strategy Center Foundation
11. Chinese Rainbow Association
12. Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
13. Elections Committee of the County of Orange (ECCO-PAC)
14. Equality Action Project (Santa Cruz)
15. FAIR
16. Family Equality Council
17. Gamba Adisa Quilombo
18. Gay-Straight Alliance Network
19. Harvey Milk Stonewall Democrats of Orange County
20. HONOR PAC
21. Imperial Court of Los Angeles and Hollywood
22. Inland Counties Stonewall Democrats
23. Jordan Rustin Coalition
24. Martin-Lyon Leadership Institute
25. **National Gay and Lesbian Task Force (NGLTF)**
26. Office & Professional Employees International Union (OPEIU), AFL-CIO
27. Our Family Coalition
28. SATRANG, South Asian LGBT Organization
29. Tongues
30. Transgender Law Center
31. Robert Chacanaca, President, Monterey Bay Central Labor Council, AFL-CIO*
32. Kerry Chaplin, Interfaith Organizing Director, California Faith For Equality*
33. Rev. Dr. Jonipher Kwong, Interfaith Organizer, California Faith For Equality *
34. Jerry Sloan, President Emeritus, Lambda Community Fund, Sacramento*
35. Mario Ceballos, Commissioner, Los Angeles County Human Relations Commission

-list in formation-

*affiliation listed for identification purposes only.

Schools & Family Groups Agree!

1. Our Family Coalition
2. Gay-Straight Alliance Network (GSA Network)
3. Family Equality Council
4. COLAGE
5. Pacific Center for Human Growth
6. Ventura County Rainbow Alliance
7. GroundSpark / Respect for All Project
8. San Francisco Lesbian Gay Bisexual Transgender Community Center
9. National Youth Advocacy Coalition (NYAC)
10. Parents, Families and Friends of Lesbians and Gays (PFLAG) National

Together, We Can
Win Back Marriage Equality!



www.preparetoprevail.com