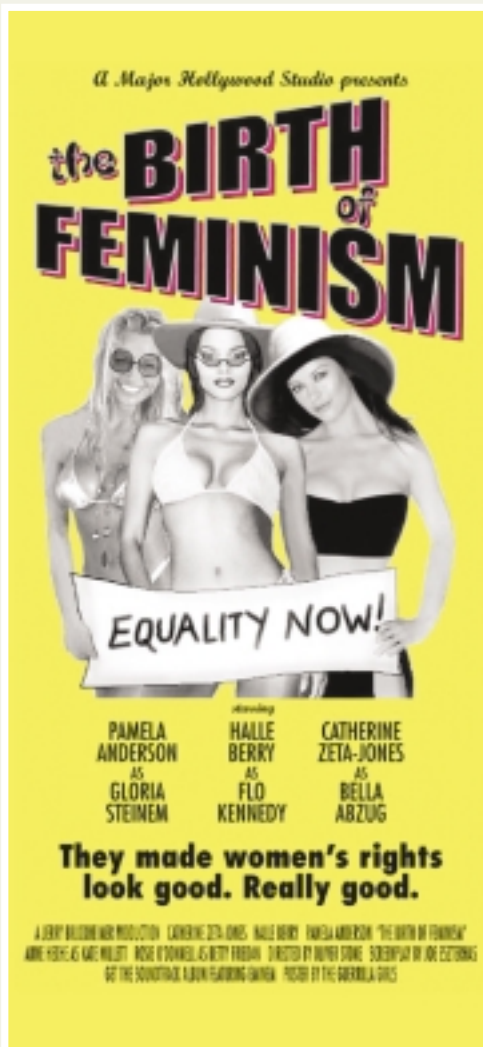


**The Guerrilla Girls** know a thing or two about getting attention for issues that matter. Since 1985, these anonymous women artists have been using their considerable talents and wicked senses of humor to shine unflattering spotlights on sexism and other forms of discrimination.

They maintain their anonymity by donning gorilla masks when appearing in public and by assuming the names of deceased artists (such as Frida Kahlo and Kathie Kollwitz) when sitting for interviews. These secret identities let them skewer the art world, Hollywood, and other bastions of bad behavior without fear of retribution, and it has only added to their mystique over the years.

Using posters, billboards, magazine ads and other tools, the Guerrilla Girls have made their voices heard on abortion rights, homelessness, the Gulf War and many other issues, and often despite limited funds. The next targets for their simian slings and arrows: the presidential election and the music industry. To see more of their inspired (and inspiring) work, visit them on the web at [www.guerrillagirls.com](http://www.guerrillagirls.com). ■



# From Now to November

Do lobbying laws have your nonprofit pacing the sidelines?  
A new book from the SPIN Project can help you get back into the game and ensure your voice is heard in this most critical of election years.

Last year Jeffrey Berry, a political science professor at Tufts University, surveyed over 1,700 nonprofits to assess management's knowledge of federal lobbying law. "We found that the typical executive director of a 501(c)(3) has little understanding of what the law actually says," Berry wrote in *The Washington Post*. "When it comes to their rights to lobby, many believe they have no rights at all."

Berry's report had a galvanizing effect on the SPIN Project, a nonprofit devoted to building and strengthening

the communications capacity of other nonprofits. Holly Minch, SPIN's Project Director, and her colleagues looked for books or other publications they could recommend to ill-informed EDs to remedy this problem. When they couldn't find a comprehensive, easy-to-use resource, they decided to create one, and on March 1st SPIN released *Loud and Clear In an Election Year: Amplifying the Voices of Community Activists*. Inside this month's edition of *free-range thinking*: a first look at the book nonprofits will be turning to again and again from now to November. ►



**a goodman**

GOOD IDEAS FOR GOOD CAUSES

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Free-range thinking™ is a monthly newsletter for public interest groups, foundations, and progressive businesses that want to reach more people more effectively. For a free subscription, send your request to: [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com) or call 213.386.9501. Back issues are available on the web at [www.agoodmanonline.com](http://www.agoodmanonline.com).

Newsletter edited by Carolyn Ramsay.



► **Who was this book written for?**

The primary audience, according to Holly Minch, is small nonprofits (i.e., annual operating budgets of \$2-million or below) that want to take advantage of election-year opportunities but don't have a lawyer on staff to interpret chapter and verse of federal law. Larger nonprofits interested in bringing affiliates or regional offices up to speed and foundations that offer communications technical assistance

to grantees should also give it a look.

In general, though, any public

interest communicator who reaches for the Roloids whenever the subject of the 2000 election arises should consider buying a copy.

**Who wrote it?**

The SPIN Project provided three editors (Minch, Kim Haddow, and Laura Saponara) and partnered with the Alliance for Justice to contribute much of the legal content, but significant portions also came from twenty guest contributors including:

- George Lakoff, framing expert and author of *Moral Politics*
- Don Hazen, Executive Director, Independent Media Institute
- Amanda Cooper, Media Relations Manager, Brennan Center for Justice
- Patrick Reinsborough & Illyse Hogue, SmartMeme Project
- Dan Petagorsky, Executive Director, Western States Center
- Zach Pollet, Executive Director, Project Vote

**What will readers find inside?**

"One part inspiration, one part education, and one part hands-on tools," says Minch.

Fortunately, SPIN isn't teaching math because in this case, one plus one plus one adds up to seven sections:

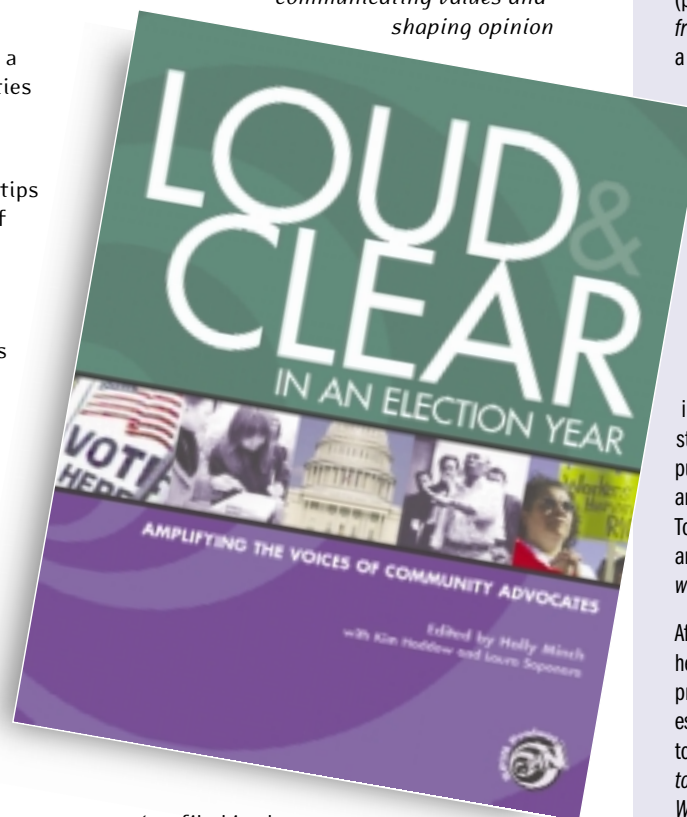
- I. *The Political Moment*  
An overview of the problem and why it's critically important that progressive nonprofits play an active role throughout the election year.
- II. *Know the Law, Don't Fear It*  
The do's and don'ts assembled into a reader-friendly "Permissible Activities Checklist."
- III. *Framing a Progressive Agenda*  
Includes detailed case studies and tips for framing issues in the context of the election year news cycle.
- IV. *Moving Your Message in the Elections Cycle*  
How to use polls, op-eds, scorecards and other tools, all the way up to ballot initiatives.
- V. *Emerging Strategies*  
The new tools, from the Internet to "The Daily Show."
- VI. *Critical Constituencies*  
Keys for appealing to young and old, straight and gay, and every color of the rainbow.
- VII. *Resources*  
Including a handy voter registration drive checklist.

**What won't readers find inside?**

"Don't expect it to be your lawyer," warns Minch. While *Loud and Clear in an Election Year* should answer most questions, readers who are still in a quandary can find more resources at the Alliance for Justice website ([www.afj.org](http://www.afj.org)). And if that doesn't resolve the matter, it's probably time to consult a lawyer.

**Where can the book be purchased?**

*Loud and Clear in an Election Year* is available exclusively from the SPIN Project and orders can be placed on their website ([www.spinproject.org](http://www.spinproject.org)). Copies cost \$15 plus shipping. While you're visiting SPIN's site, you might also take a look at their other books: *SPIN Works! A media guide for communicating values and shaping opinion*



(profiled in the September 2000 edition of *free-range thinking*), and *Winning Wages: A Media Kit for Successful Living Wage Strategies*.

**Will this book help us turn the tide in November?**

Let's hope so. ■

**Plan Smarter. Execute Better.**

Two new booklets from Spitfire Strategies can help you do both.

The *Smart Chart for Communications* (profiled in the April 2003 edition of *free-range thinking*) just got smarter. After a year of field-tests, Kristen Wolf, President of Spitfire and developer of the Smart Chart, has issued version 2.0. While it still provides a step-by-step process to help public interest communicators plan campaigns in a more systematic and strategic manner, this updated version has added some new sections. The "internal scan," for example, requires users to evaluate their own resources to ensure their organization is up to the task. And the equally important "external scan" forces them to study how their issue is being discussed publicly, because virtually no messages are sent out into an ideological vacuum. To learn more about Smart Chart 2.0 and to obtain a free copy, please visit [www.spitfirestrategies.com](http://www.spitfirestrategies.com).

After you've planned your campaign, it's also helpful to have examples of what other nonprofits have done in the heat of battle, especially when plans must be modified or tossed aside altogether. *Breaking Through to Great: Smart Strategies for Developing Winning Communications Campaigns* includes case studies of successful campaigns waged by organizations large and small, from the ACLU to the Shaken Baby Association. Like Smart Chart 2.0, this publication is intended for nonprofits and foundations and can be obtained free at Spitfire's website. ■