

Champion Scale Tool

Members of Congress (MoCs) don't often come into office as champions on lung cancer issues. The Champion Scale is a tool to help us move MoCs, step by step, toward becoming champions in Lung Cancer. Use this tool to assess decision makers, develop strategies, track learning and progress, and celebrate progress.



MoC Name: _____ Point Person: _____ RESULTS Group: _____ Issue: _____ Date: _____

Tips for Getting Started with this Tool:

<input type="checkbox"/> Research the MoC's background and voting history on the issues at www.results.org <input type="checkbox"/> Evaluate the MoC and determine where they are on the champion scale for each issue <input type="checkbox"/> <u>Always</u> make requests just above their current level to encourage them to move up <input type="checkbox"/> Use stories that personalize the issue & move the MoC emotionally	<input type="checkbox"/> When meeting, always begin by acknowledging them <input type="checkbox"/> Listen carefully to everything they say for clues about where they are on the champion scale
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Level Name, Objectives	Determining Their Level – They Might Say:	Moving Them to the Next Level:
<p>Level: 4 Champion</p> <p>Objectives at This Level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Inquire on creating new legislative initiatives. <input type="checkbox"/> Help MoC see that his/her efforts as a Champion are worth while. 	<ul style="list-style-type: none"> <input type="checkbox"/> "I will build the support and visibility needed to make sure this passes." <input type="checkbox"/> "I will walk this around the floor and make sure it happens." <input type="checkbox"/> "Can I count on the full support of your organization on this?" <input type="checkbox"/> "What do we need to do to make this happen?" 	<ul style="list-style-type: none"> <input type="checkbox"/> Ask MoC to author and shepherd legislation through. <input type="checkbox"/> Enlist RESULTS staff & grassroots in achieving what MoC has set out to achieve. <input type="checkbox"/> Ask MoC to talk and/or write to leadership and report back. <input type="checkbox"/> Let MoC know he/she has support of entire organization (staff & network) when leading. <input type="checkbox"/> Encourage member to join key committees. <input type="checkbox"/> Hold regular meetings with key DC aide(s) every 1-2 months. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings. <input type="checkbox"/> Provide regular positive feedback on MoC's action via letters, events, and media. <input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues. <input type="checkbox"/> Demonstrate community support for his/her actions. <input type="checkbox"/> Offer to sit on their community advisory panels and to provide other input. <input type="checkbox"/> Offer to organize public events with the MoC (forums, radio, TV, etc). <input type="checkbox"/> Get member to draft or sign on to 4 or more opeds per year. <input type="checkbox"/> Ask member to speak on conference call, IC. <input type="checkbox"/> Ask MoC to initiate a sign-on letter on an issue. <input type="checkbox"/> Ask MoC to hold a briefing or hearing on an issue working with our DC staff.
<p>Level: 3 Leader</p> <p>Objectives at This Level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress. <input type="checkbox"/> Help MoC stake out his/her champion terrain on our issues. 	<ul style="list-style-type: none"> <input type="checkbox"/> "I will get the support to help this pass." <input type="checkbox"/> "I will introduce this bill or be a co-leader on this letter." <input type="checkbox"/> "I will speak to leadership and let you know." <input type="checkbox"/> "I will speak on the floor about this." <input type="checkbox"/> "Yes, I will write an oped on this." <input type="checkbox"/> "Yes, I will offer the amendment." <input type="checkbox"/> "Yes, organizing a hearing would be a good idea." 	<ul style="list-style-type: none"> <input type="checkbox"/> Ask MoC to talk and/or write to leadership and report back. <input type="checkbox"/> Let MoC know he/she has support of entire organization (staff & network) when leading. <input type="checkbox"/> Encourage member to join key committees. <input type="checkbox"/> Hold regular phone meetings with key DC aide(s) every 1-2 months. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings. <input type="checkbox"/> Offer to organize public events with the MoC (townhalls, forums, radio, TV, etc). <input type="checkbox"/> Provide regular positive feedback on MoC's action via letters, events, and media. <input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues. <input type="checkbox"/> Demonstrate community support for his/her actions. <input type="checkbox"/> Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action. <input type="checkbox"/> Offer to sit on their community advisory panels and to provide other input. <input type="checkbox"/> Get member to draft or sign on to 3 or more opeds per year. <input type="checkbox"/> Ask MoC to hold a briefing or hearing on an issue working with our DC staff. <input type="checkbox"/> Ask MoC to initiate a sign-on letter on an issue.

Level Name, Objectives	Determining Their Level – What They Might Say:	Moving Them to the Next Level:
<p>Level: 2 Advocate</p> <p>Objectives at This Level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage MoC to consider taking individualized actions that go beyond the basics and demonstrate leadership. <input type="checkbox"/> Help MoC find and deliver on his/her passion around one or more issues. 	<ul style="list-style-type: none"> <input type="checkbox"/> "I will talk to my colleagues & leadership and urge them to support this." <input type="checkbox"/> "I might be willing to write an op-ed on this." <input type="checkbox"/> "I would sign on to a letter supporting this and engage others." <input type="checkbox"/> "People in our community should know about this. " 	<ul style="list-style-type: none"> <input type="checkbox"/> Ask MoC to talk and/or write to leadership and report back. <input type="checkbox"/> Let MoC know he/she has support of entire organization (staff & network) when leading. <input type="checkbox"/> Encourage member to join key committees. <input type="checkbox"/> Hold regular phone meetings with key DC aide(s) every 1-2 months. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings. <input type="checkbox"/> Provide regular positive feedback on MoC's action via letters, events, and media. <input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues.. <input type="checkbox"/> Demonstrate community support for his/her actions. <input type="checkbox"/> Offer to organize public events with the MoC (forums, radio, TV, etc). <input type="checkbox"/> Get member to sign on to 2 or more opeds per year. <input type="checkbox"/> Ask member to speak on conference call, IC. <input type="checkbox"/> Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action. <input type="checkbox"/> Ask the MoC to initiate their own "Dear Colleague" letter.
<p>Level: 1 Supporter</p> <p>Objectives at This Level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Move MoC beyond taking basic action toward being vocal (in media, public, and hearings) and enrolling colleagues. 	<ul style="list-style-type: none"> <input type="checkbox"/> "If it gets to the floor I will vote for it. You should talk to the MoCs who don't support this." <input type="checkbox"/> "I might co-sign an op-ed." <input type="checkbox"/> "Who else are you talking to?" <input type="checkbox"/> "I believe in this. We are on the same page." <input type="checkbox"/> "I will co-sponsor the legislation." 	<ul style="list-style-type: none"> <input type="checkbox"/> Request regular meetings with key DC aide(s) every 1-2 months. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings. <input type="checkbox"/> Provide regular positive feedback on MoC's action via letters and media. <input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues. <input type="checkbox"/> Always ask that MoC do more than take the basic action (sign the letter <u>and</u> get committee colleagues to sign). <input type="checkbox"/> Demonstrate community support for his/her actions <input type="checkbox"/> Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action.
<p>Level: 0 Neutral--Uninformed</p> <p>Objectives at This Level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Educate on issue or cause. <input type="checkbox"/> Determine and start to build areas of support. <input type="checkbox"/> Reach aides and decision-maker at emotional level <input type="checkbox"/> Get them to take an action. 	<ul style="list-style-type: none"> <input type="checkbox"/> "Why should I support this?" <input type="checkbox"/> "Tell me more about this." <input type="checkbox"/> "Which other MoCs of Congress are supporting this?" <input type="checkbox"/> "Do you have more information?" <input type="checkbox"/> "What are you asking me to do?" 	<ul style="list-style-type: none"> <input type="checkbox"/> Ask for action on their hot button topics. <input type="checkbox"/> Tell them stories that leave them moved by our issues. <input type="checkbox"/> Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings.
<p>Level: -1 Opponent</p> <p>Objectives at This Level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Weaken their opposition; move them toward neutral. <input type="checkbox"/> Find common ground between your point of view and theirs. <input type="checkbox"/> Educate MoC on issues in way he/she can relate to. 	<ul style="list-style-type: none"> <input type="checkbox"/> "I can't meet with your group." <input type="checkbox"/> "I won't/can't support this." <input type="checkbox"/> "It's not a problem" <input type="checkbox"/> "Your solution will not fix this." <input type="checkbox"/> "My constituents will not support this." <input type="checkbox"/> "We don't have money for that, it's not a priority." 	<ul style="list-style-type: none"> <input type="checkbox"/> Get the ear of the key aide first <input type="checkbox"/> Share stories (DVD, spoken word) with MoCs and aides that leave them moved on the issues. <input type="checkbox"/> Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests. Use his/her website and other sources. <input type="checkbox"/> Find foothold with one issue, or one aspect of one issue. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings.

Notes: