



## Campaign Planning and Advocacy Technical Assistance (TA) Program Overview

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A CLT may find this program helpful when...

- *Seeking advice on a public policy campaign and advocacy strategy*
- *Communicating priorities to candidates for office*
- *Building relationships with incumbent representatives*

### **The Program**

The California Community Land Trust Network (CACLTN) is excited to expand our Technical Assistance (TA) Program to include campaign and advocacy planning, free of cost, for our member organizations with political consultant and Wild Cat Consulting co-founder Amy Hines-Shaikh!

The California Community Land Trust Network aims to empower its members and enhance their expertise in strategic campaign planning and on-the-ground advocacy. By pairing our members with an expert political consultant, we hope to provide the support and guidance necessary for our members to navigate the complexities of today's advocacy landscape.

### **Who is Eligible?**

Campaign Planning and Advocacy Technical Assistance (TA) is available to dues-paying member organizations of CACLTN for use on campaigns related to CLTs, community ownership, anti-displacement or other advocacy topics at the core of the Network's shared work and [values](#).

If you are unsure about whether your organization is current with its Network membership or whether your campaign is a good fit, please reach out to Shirley Kawafuchi at [shirley@cacltnetwork.org](mailto:shirley@cacltnetwork.org) or (510) 244-3784.

## What topics does this TA cover?

This resource is aimed at assisting CACLTN members with strategy consultations on subjects related to local or regional advocacy campaigns. Topics may include educating elected officials, communicating priorities to candidates for office, relationship building, bond measure strategy and more.

Amy's [campaign](#) and [political services](#) expertise encompasses:

- Public policy campaign advisement
- Campaign advocacy and assistance
- Ground game and relationship building
- Endorsement processes
- Progressive, organizational campaign training

Limitations of Campaign Planning and Advocacy TA

- Amy cannot join lobbying meetings with elected officials, their staff, or other government staff
- Amy cannot lobby on your organization's behalf
- Consultations provided through this program do not constitute legal advice and you should consult an attorney on all legal matters

## How much TA is available to me?

Each dues-paying member organization can request up to 6 hours for use on campaigns related to CLT's, community ownership, anti-displacement, or other CLT advocacy topics in line with the Network's [shared values](#).

Typically, technical assistance consists of an online 60-90 minute introductory session, followed by five hours of follow-up work with the consultant. Follow-up can consist of subsequent coaching meetings or hands-on assistance such as providing or reviewing campaign templates and advocacy plans.

Any other CACLTN technical assistance (Real Estate, Legal, or Business Planning) that a dues-paying member organization is currently receiving is not counted towards this 6 hours allotment.

## Program Guidelines

All TA requests must come in through the TA form and be submitted by a staff/board member, or main representative of the CLT/organization if it does not have staff or Board. After an organization submits the request form (see below), CACLTN will review the request and contact the submitter with their approval status.

If/when the request is approved, CACLTN will match the organization with Amy Hines-Shaikh, who will reach out 5-7 business days.

**All requests are valid for a 3 month period.** After 3 months pass, requests must be re-submitted via the TA form. CACLTN will follow up with organizations whose requests are lapsing.

### **Who is the TA provider and what is their area(s) of expertise?**

Amy Hines-Shaikh founded Wild Cat Consulting, LLC in June of 2018 after the Janus vs. AFSCME Supreme Court decision to help strengthen labor unions in the wake of right wing attacks. Amy Hines-Shaikh has been the legislative advocate for the California Community Land Trust Network since December 2020.

Amy has worked for many Labor Unions within her career, including the UAW, SEIU, AFSCME, AFT, and CWA. Her latest position was a Legislative and Political Director for a statewide labor union. Prior to that Amy was the Executive Director for another statewide labor union. Amy has many years of experience in all three sides of the “union triangle” - organizing, bargaining, and political affairs. To read more about Amy, visit her [website](#) or [LinkedIn](#).

### **How do I request TA?**

To access assistance through this program, please [fill out our intake form](#).

### **Questions?**

Contact Shirley Kawafuchi, Program Manager, at [shirley@cacltnetwork.org](mailto:shirley@cacltnetwork.org) or (510) 244-3784.