



Below are four criteria for selecting statewide 350 Mass campaigns for the 2025 campaign cycle.

- **MOVEMENT-BUILDING - Will it grow 350 Mass and the climate justice movement?**
  - Will make us, by the end, more powerful than we are now
  - Compelling/inspiring story or idea (vs. too technical or complex)
  - Is relevant to our cultural and political moment
  - Has potential for visual art, music, and/or cathartic action
  - Will mobilize Nodes, Working Groups, and our allies
  
- **IMPACTFUL - How far would achieving the campaign's goal move us towards a just transition to a climate-safe world?**
  - Mitigate climate change and/or improve resiliency/adaptation
  - Advance climate justice. Climate change is an issue that intersects with ecological, social, racial, economic, indigenous, and immigrant justice. We seek to advance equity and justice in our campaigns and in our internal operations and show up in solidarity for these other movements' priorities as our capacity allows.
  
- **WINNABLE - Do we have a good enough chance of succeeding?**
  - Does the campaign seem well-designed for achieving the above goal? (E.g., are we applying the right kind of pressure to the right targets?)
  - Consider, among other things: the campaign's time frame; how it would influence the targeted decision-maker(s); our volunteer capacity; what constituency we could mobilize; who else we could partner with.
  
- **VALUE-ALIGNED - Does it fit with our organizational and movement strategy?**
  - Does it fit with our grand strategy? (Is non-violent; uses people power; seeks climate justice; maintains and/or develops partnerships with other climate organizations, organizations outside of our movement, and global allies; etc.).

Below are FAQs relevant to selecting statewide 350 Mass campaigns for the 2025 campaign cycle. (See also the “Campaigns” section in the [350 Mass Charter](#).)

1. [What is a “campaign”?](#)
2. [How does a \*campaign\* differ from a \*Working Group\*?](#)
3. [Why does 350 Mass run statewide campaigns?](#)
4. [What are the key elements of a 350 Mass campaign?](#)
5. [Who decides what campaigns are selected?](#)
6. [How do we prioritize campaigns?](#)
7. [How many campaigns should we select?](#)
8. [Must campaigns be defined as two years long?](#)
9. [Do we have the ability to flexibly adapt to new developments?](#)
10. [What about things we don’t select as a “Priority” or other statewide campaign?](#)
11. [What is climate justice](#)

1. [What is a “campaign”?](#)

A campaign is a **broad and sustained effort** aiming to achieve a **specific outcome**.

Examples of specific outcomes could include (a) stopping the construction of a proposed project; (b) getting an investing entity to divest from fossil fuels; or (c) getting certain legislation passed.

2. [How does a \*campaign\* differ from a \*Working Group\*?](#)

- A Working Group works on a particular process (such as legislation) or topic (such as transportation), on an ongoing basis, potentially indefinitely. In contrast, a campaign has a specific goal as a defined endpoint.
- A Working Group certainly can propose a campaign and its members may end up being part of the Campaign Team. For instance, the Transportation Working Group led the Fair Share Amendment campaign.

3. [Why does 350 Mass run statewide campaigns?](#)

350 Mass runs campaigns to activate and build our grassroots base to win climate justice victories. Statewide campaigns are what make us a uniquely powerful part of the Massachusetts climate movement. As a statewide organization with dedicated local leaders and a broad network of activists, we have the ability to run campaigns that

target large-scale projects, politicians, corporations, and decision makers that a single Node or Working Group cannot. We are most powerful when we work together, and campaigns are how we do it.

#### 4. What are the key elements of a 350 Mass campaign?

- Identify **target(s)** who have the power to make the change we want (e.g., legislators, executive branch officials, town leaders, business leaders, voters, etc.)
- Use **tactics** that push our target(s) to act
- When possible, work with **allies** and **coalitions**
- Use our **grassroots power**, that means **people power!** How will our campaigns connect to efforts with our **allies**?

#### 5. Who decides what campaigns are selected?

- Any 350 Mass member, Node, or Working Group may submit a written campaign proposal.
- Proposals will be evaluated through a democratic process approved ahead of time by the Statewide Steering Team (“SST”).
- That process traditionally includes an opportunity for all Nodes to consider all the proposals and provide rankings or other feedback, as called for in the SST-approved process.
- Based on considering written campaign plans, input from nodes, and the chosen campaign criteria, the SST will determine whether a campaign will be chosen as a 350 Mass statewide campaign and how to prioritize it.

#### 6. How do we prioritize campaigns?

According to our recently revised Charter, we

- should select at least one “Priority” campaign, defined as one “that all Nodes will be expected to actively support”;
- may also identify other campaigns “that Nodes are encouraged to participate in according to their capacity”; and
- should clarify up front whether and to what extent each campaign can expect direct support from BFP Staff.

#### 7. How many campaigns should we select?

- There is no fixed number.

- However, while we should start by dreaming big to identify long-range goals, to define a campaign we must consider what we will have the *time* and *people* to do.
- That capacity consideration can include additional people that we can reasonably expect a campaign to pull in.
- That means it is our job to prioritize our work and take on what is ambitious *and* possible for our network to support. So, at the Campaign Prioritization Meeting, we will discuss how to use our existing resources effectively and build our capacity to achieve what we need.

8. Must campaigns be defined as two years long?

- No. A campaign might have an expected endpoint sooner than that.
- Conversely, a campaign might foreseeably take longer than two years.
- A campaign proposal should describe both the expected overall time frame and interim goals for the campaign.

9. Do we have the ability to flexibly adapt to new developments?

- Yes. Our revised Charter calls for SST review at least annually of how each approved 350 Mass statewide campaign is progressing. That can include deciding whether the campaign should be continued, modified, or ended, as well as considering new campaign proposals.
- In addition, the SST can choose to make campaign adjustments at any other time. (E.g., if a new fossil fuel project was proposed, we would be free to then design and adopt a new campaign to oppose it.)

10. What about things we don't select as a "Priority" or other statewide campaign?

350 Mass Nodes and Working Groups will continue to be free to run local and issue-specific campaigns and other projects.

11. What is climate justice?

Climate change is an issue that intersects with ecological, social, racial, economic, indigenous, and immigrant justice. We seek to advance equity and justice in our campaigns and in our internal operations and show up in solidarity for these other movements' priorities.