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# **MARRIAGE DEFINITION INITIATIVE**

**PRESENTED BY  
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EXECUTIVE DIRECTOR**

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# MARRIAGE DEFINITION INITIATIVE



## OVERVIEW

This is a pivotal time for Connecticut families: perhaps the most pivotal time in a generation. Against a backdrop of the state legislature's action last year legitimizing same-sex unions, and pending court cases seeking to extend the definition of same-sex "marriage" even further, traditional marriage is under assault.

Capitalizing on the solid majority of Connecticut residents who oppose same-sex "marriage", the Marriage Definition Initiative is a bold long-term campaign to turn the tide in Connecticut in favor of the family and to advance the pro-family agenda with the people, in the legislature, and in the Constitution.

The Family Institute of Connecticut is a 501(c)(3) educational organization. The mission of FIC is to encourage and strengthen the family as the foundation of society and to promote sound, ethical and moral values in our culture and government. Our efforts are directed at the legal status of marriage in Connecticut, with focus both on protecting legally, constitutionally, and morally the definition of marriage as between one man and one woman, as well as educating the public on voting records, legal and political developments, and research and scholarship in these areas.

**ABOUT THE  
FAMILY  
INSTITUTE OF  
CONNECTICUT**

## THE INITIATIVE

The Marriage Definition Initiative is designed to lead an effort here in Connecticut to protect the definition of marriage at this crucial time. The best opportunity for protecting the definition of marriage as one between one man and one woman is passage of an amendment to the state constitution. Across the country, marriage is under attack, particularly in the courts. Many states have successfully turned to their own constitutions as a way of protecting marriage from activist judges and well-funded interest groups. In 2004, marriage protection amendment movements were successful in Arkansas, Georgia, Kentucky, Michigan, Mississippi, Montana, North Dakota, Oklahoma, Ohio, Utah and even Oregon, the one state where gay rights activists had hoped to prevail. States like Wisconsin and Virginia have amendment processes underway this year.

Connecticut also has the opportunity to act, as Connecticut state law provides for an automatic constitutional review and amendment process every twenty years. With Connecticut's leading constitutional scholar on our side, we believe that time is now. If we are successful, soon, Connecticut voters will be asked whether the state should have a Constitutional Convention to consider changes to the Connecticut Constitution. Whether in November 2006, or November 2008 Connecticut voters will soon have the opportunity to have their voices heard on this critical issue.



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## GOALS

The goals of the Initiative are as follows:

- 1** Educate the public on these critical issues to raise awareness and build support for the pro-family agenda.
- 2** Through candidate support and voter education elect pro-family legislators to the Connecticut General Assembly and State Senate.
- 3** Develop and lead a broad grassroots coalition to increase the influence and effectiveness of the pro-family agenda.
- 4** Fight to make sure the question of a Constitutional Convention is on the ballot for Connecticut Voters this November.
- 5** Obtain a majority “yes” vote for a constitutional convention.
- 6** Through the Constitutional Convention, secure an amendment to the Connecticut State Constitution defining marriage as a union between one man and one woman.
- 7** Obtain a majority “yes” vote for the Marriage Defining Amendment when it goes before the people of Connecticut.

## GETTING STARTED

Thanks to an initial gift to begin the development of the Initiative, we have retained a firm to assist with crafting the strategic plan, marketing and messaging strategy, the outreach and follow-up process, and technical and operations support. Our goal is to assemble a well-crafted, well-planned, coherent, integrated, and focused effort. Together, we are assembling a strategic plan and assessing the full landscape of opportunities and threats, designed to best position the Family Institute and the campaign overall to insure an opportunity for the people to have their voices heard in the process of secure a marriage-defining constitutional amendment, elect pro-family legislators, and promote a pro-family agenda. Our approach will be based on best practices, learning from the successes of other state initiatives. Obviously, Connecticut has its own distinctive character and characteristics, political leanings, structure, and demographics, but the core approach is a tested and proven model.

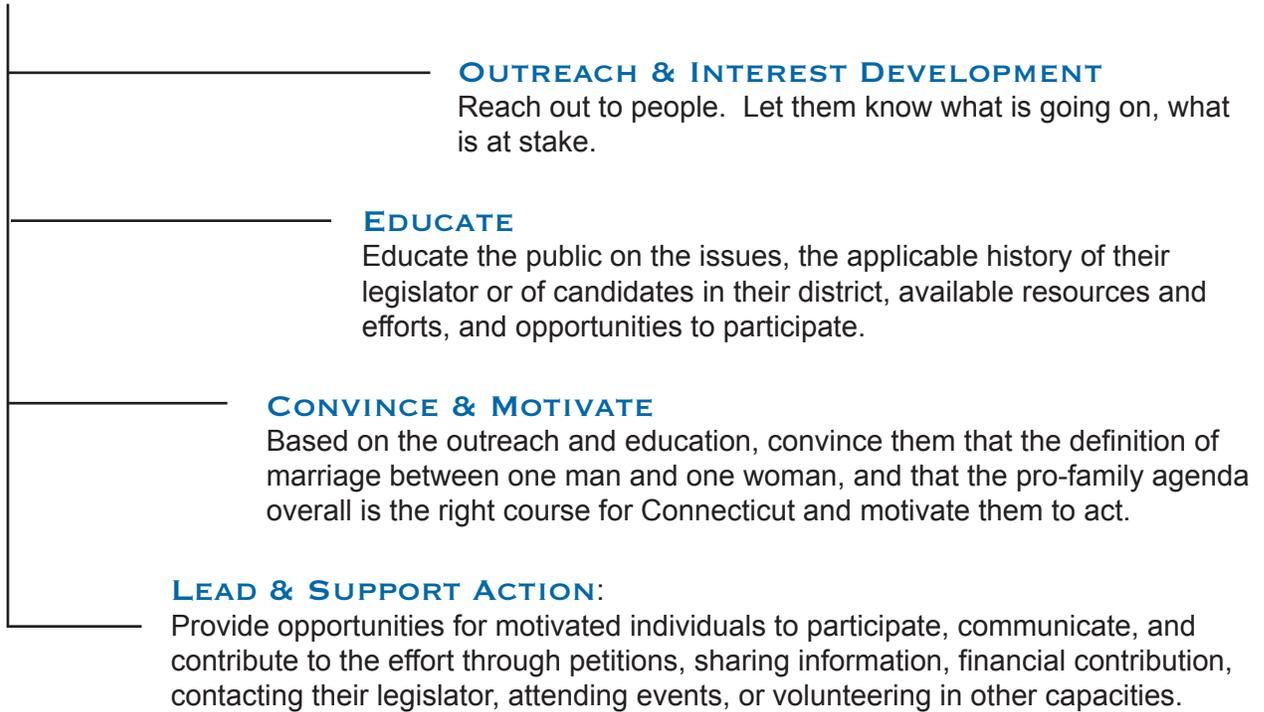


# MARRIAGE DEFINITION INITIATIVE



## OUR APPROACH

Our methodology rests on a four-tiered approach.



## COALITION DEVELOPMENT

While the Family Institute will organize and spearhead this effort, we believe that, to have the most wide-reaching impact and effect possible, this should be a movement of like-minded groups across Connecticut. Our efforts will be devoted to developing relationships with these groups to form a coalition of support and action. In advance of bringing these groups into the coalition, however, we will develop a statement of belief and conduct, insuring that groups that join our coalition agree to adhere to these statements and to this code of conduct so that the reputation of the Family Institute and its supporters are not compromised in any way.



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## DEVELOPMENT PLANS

Based on this approach, the Family Institute plans to undertake a significant development and outreach initiative. To develop interest, educate, and motivate action, we intend to develop a branded, high-quality, and professional series of educational and informational pieces including:

- A new website for the Initiative with many educational and action-based components.
- Enhancements to the Family Institute's website.
- An online presentation detailing the Initiative.
- Brief information pieces detailing the Initiative and issues at a glance.
- Branded digital outreach material.
- A multi-media DVD presentation.
- Printed mailings.
- Editorials and models for local newspaper submission.
- Initiative-supporting paraphernalia.
- State legislator and candidate voting and position records on these issues.

To reach out to Connecticut residents, churches, and civic groups with our message will we be developing a multi-media campaign including:

- Television advertising
- Radio advertising
- Direct mailings of letters and media pieces.
- Email outreach of letters and media pieces
- Buzz-creating media exposure
- Newspaper coverage
- Nationally known guest speakers and leaders
- Organized local, regional and Hartford-based public events.

To provide people with the ability to participate and act, we will be developing:

- Online petitions.
- Digital forwarding functions so people can pass materials to friends.
- Online legislator contact forms.
- Supporting materials for church bulletins and other outreach.
- Expanded and facilitated online giving programs.
- Initiative Support Packages & organizing materials.
- Family Institute database functionality.
- Automatic and personalized responses to registrations and inquiries.



# MARRIAGE DEFINITION INITIATIVE



## TIMELINE

Strategic Development.....	Completion: February 15
Website Development.....	Completion: March 1
Resource Development.....	Completion: July 15
Alliance Development .....	Completion: September 15
Initial Outreach.....	Completion: October 15
Main Outreach .....	Completion: November 1 - onward

## BUDGET

Until the overall strategic development process has been completed and we've come to conclusion on the scope of some of the media purchases necessary to support the campaign, our budget remains an estimated value. We do know that, in most states, comparable long-term comprehensive campaigns like the one we are assembling have cost millions of dollars. Proponents of same-sex "marriage" are well-funded from many special interest groups and often hold a fundraising advantage. In Wisconsin, for example, same-sex "marriage" advocates are focusing on raising five million dollars.

Because 2006 is a critical year and a decisive moment in Connecticut, we believe we must make every effort to match these kinds of resources. Our initial fundraising goal is one million five hundred thousand dollars. This money will be devoted to developing and distributing massive amounts of educational materials, supporting significant media buys through radio, television, and the Internet, and to support grassroots events and efforts around Connecticut to rally support and momentum for the cause. We realize this is an ambitious goal, but believe that, because of the high stakes, we must be bold and aggressive in this effort.

Budget Goal: \$1.5 Million Dollars  
Budget Goal Date: December 31, 2006

## CONCLUDING COMMENTS

This is indeed a decisive time for Connecticut families. Make no mistake, marriage and families will be impacted this year, whether through the intervention of activist courts, an unaccountable legislature, outside liberal interest groups, or through our efforts and those of like-minded groups throughout Connecticut. The Family Institute stands on the side of marriage, of values, and of morality. [Stand with us](#), in whatever way you can, as we seek to protect marriage once and for all in Connecticut.





# contact

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Visit our website at:  
[www.ctfamily.org](http://www.ctfamily.org)

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