

 **END CORPORATE RULE. LEGALIZE DEMOCRACY.**
MOVE TO AMEND

2013 Pledge to Amend Campaign Outline

Objectives:

- Get your state legislators to pledge support for the We the People Amendment and begin discussions about introducing Move to Amend model state legislation in 2014.
- Grow capacity and organizing skills of your group.
- Grow number of petition signatures and organizational endorsements from your community.

**Wednesday, April 10 -- Support Conference Call
(5pm Pacific / 8pm Eastern)**

Week of April 22

- Send reminder e-mails and make reminder phone calls a week and a few days before. Even if you have many people commit to coming, know that they will likely not come unless you follow up with them.
- Move to Amend will send an email blast to supporters in your area, and will try to record a phone message announcement for supporters in your area as well -- but you want to be sure to do your own outreach to your contacts!
- Don't worry if only a few people come to this meeting. Remember the Margaret Mead quote, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

**Tuesday, April 30 -- Houseparty #1 -- Introduction to Pledge to Amend
(5:30pm Pacific / 8:30pm Eastern)**

- Hold House Party organizing meeting to form group to run Pledge to Amend campaign in your community.
- Assign notetaker (of key decisions and points). Pass around sign up sheet.
- Make sure that people leave the meeting with next steps, including some specific tasks that individuals who are excited can take.
- Possible homework for individuals or working groups:

- For coalition building: Potential ally organizations who could endorse We the People amendment (consider business associations, community groups, unions, political organizations/parties)
- For power mapping: Funders, endorsers, political allies of your legislator(s) – look at past political campaigns and legislation introduced.
- For public outreach: research schedule of community events for petitioning/tabling (farmer's markets, community fairs, concerts, shows, etc)
- Confirm date of next meeting (Tuesday, May 28).

Week of May 6 -- Houseparty Meeting Followup

- Make sure notes have gone out to all participants and people who want to be involved but couldn't make the first meeting.
- Follow up with individuals who have taken on roles between meetings to make sure they are comfortable with their work and offer them suggestions. It is much more likely with a little follow up that they will get their tasks done and generate new ideas.
- Submit meeting attendee list to Move to Amend.
- Post next meeting to Move to Amend website.

**Wednesday, May 8 -- Support Conference Call
(5pm Pacific / 8pm Eastern)**

Week of May 20 -- Houseparty Meeting Prep

- Send reminder e-mails and make reminder phone calls a week and a few days before. Include notes from last meeting in emails so that people remember what they have said they'd do to prepare for this meeting.
- Move to Amend will send an email blast to supporters in your area, and will try to record a phone message announcement for supporters in your area as well -- but you want to be sure to do your own outreach to your contacts!

Tuesday, May 28 -- Houseparty #2 -- Power Mapping & Coalition Building (5:30pm Pacific / 8:30pm Eastern)

- Brainstorm possible local ally organizations you haven't reached yet, and put together a plan to reach them (ask for endorsement or board passage of MTA resolution).
- Determine if you have access to any key people/organizations who have the ear of your legislator(s) – make plan to reach them.
- Delegate someone to schedule meeting with state legislator(s) during week of August 5
- Confirm next meeting date (Tuesday, June 25).

Week of June 3 -- Houseparty Meeting Followup

- Make sure notes have gone out to all participants and people who want to be involved but couldn't make the meeting.
- Follow up with individuals who have taken on roles between meetings to make sure they are comfortable with their work and offer them suggestions. It is much more likely with a little follow up that they will get their tasks done and generate new ideas.
- Post next meeting to Move to Amend website.

June 3 thru June 24 -- Outreach to potential ally organizations to ask for support / participation

**Wednesday, June 12 – Support Conference Call
(5pm Pacific / 8pm Eastern)**

Week of June 17 -- Houseparty Meeting Prep

- Send reminder e-mails and make reminder phone calls a week and a few days before. Include notes from last meeting in emails so that people remember what they have said they'd do to prepare for this meeting.

**Tuesday, June 25 -- Houseparty #3 -- Public Outreach
(5:30pm Pacific / 8:30pm Eastern)**

- Report on coalition building progress.
- Decide where to focus for petitioning over next month and decide goal for number of petitions to get.
- Set date(s) for phonebank to call Move to Amend supporters and ask them to call their legislator(s) and get involved in campaign.

Week of July 8 -- Houseparty Meeting Followup

- Make sure notes have gone out to all participants and people who want to be involved but couldn't make the meeting.
- Follow up with individuals who have taken on roles between meetings to make sure they are comfortable with their work and offer them suggestions. It is much more likely with a little follow up that they will get their tasks done and generate new ideas.
- Post next meeting to Move to Amend website.

June 26 thru July 23 -- Petitioning at public events to recruit more supporters

**Wednesday, July 10 – Support Conference Call
(5pm Pacific/8pm Eastern)**

Week of July 15 -- Phonebank to Move to Amend Supporters

- Call Move to Amend supporters to ask them to call their legislator(s) and encourage support for the We the People Amendment.

Week of July 15 -- Houseparty Meeting Prep

- Send reminder e-mails and make reminder phone calls a week and a few days before. Include notes from last meeting in emails so that people remember what they have said they'd do to prepare for this meeting.

**Tuesday, July 23 -- Houseparty #4 -- Lobbying Training
(5:30pm Pacific / 8:30pm Eastern)**

- Participate in Lobbying Training as laid out by Move to Amend.
- Report on coalition building progress.
- Report on petitioning progress.
- Decide on roles for lobby meeting.
- Collect petition sheets and assign team to do dataentry and submit to Move to Amend by July 29.

Week of July 29 -- Houseparty Meeting Followup

- Make sure notes have gone out to all participants and people who want to be involved but couldn't make the meeting.

- Follow up with individuals who have taken on roles between meetings to make sure they are comfortable with their work and offer them suggestions. It is much more likely with a little follow up that they will get their tasks done and generate new ideas.
- Remind dataentry team that petitions are due to Move to Amend by July 29 so that we can get the list back to you for lobby day.
- Confirm lobbying appointment(s) with legislator(s).

Week of August 5 -- Lobby Day Preparation

- Print handouts
- Practice run through.

Week of August 5-9 -- Lobby Week!!!!

Week of August 12 -- Lobby Day Followup

- Send thank you notes to legislator(s) and staff for meeting with you (regardless of outcome).
- Send any additional materials requested or that answer questions that came up during meeting.

**Wednesday, August 14 -- Conference Call
(5pm Pacific/8pm Eastern)**

Week of August 19-23 -- Houseparty #5 -- Evaluation & Next Steps
(5:30pm Pacific / 8:30pm Eastern)

- Hold final houseparty meeting.
- Celebrate all the hard work you've put in!
- Brainstorm lessons learned, things you would do differently.
- Complete Pledge to Amend Report and submit to Move to Amend national.
- Decide if your group will continue on (we hope you will -- we still need to get the amendment passed!) and if so, make plans to submit affiliate application to Move to Amend.