



# Signature Gathering Plan

7/30/2013



# The Ballot Initiatives

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The Raise Up Massachusetts Coalition is working to create dignity and opportunity and to say non one is dispensable by

- **1. Pass state legislation to raise the minimum wage significantly from \$8 an hour up to \$10.50 an hour and index it to inflation—this would help over 600,000 low wage earners.** The minimum wage was last raised on January 1, 2008 and everyone knows how high the cost of living has gone up since then. If passed on the 2014 ballot, would be implemented in 1/2015 and 1/2016 with indexing to start in 1/2017.
- **2. Pass an earned sick benefit for the almost 1 million workers** who do not have the right to this....the proposal would give those who work for companies of 11+, the ability to get 5 paid sick days a year and for those working for smaller companies, 5 unpaid sick days



# Just the facts

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- 68,911 certified signatures gets you on the ballot.
- It can vary, but 75% certified is a good rule, that means 91,882 collected.
- Let's add a 5% cushion there, which means 98,445.
- Now that's per question... so it's really 196,889.
- Only  $\frac{1}{4}$  of the signatures can be collected from any one county... sorry Suffolk and Middlesex.
- Signatures can be collected from Sept. 18<sup>th</sup> to Nov. 20<sup>th</sup> – that's 63 days. *Or 3,125 signatures per day.*



# Breaking down the numbers

Metric	Signatures/ per	Total Needed	Total Per Week	Total Per Day
Shifts (2-3 hours)	20	9845	1093	156
Events (4 people)	80	2461	274	39

## Big signature days on the campaign

Sept 21 <sup>st</sup>	Sept 24 <sup>th</sup>	Oct 15 <sup>th</sup>	Oct 19 <sup>th</sup>	Nov. 5 <sup>th</sup>
Statewide Campaign Launch	Municipal Primary	CD 5 Primary Election	1 Month Out weekend of action	Municipal General Election



# Sample Plan for 3,000 signatures

Date	Action	People/Shifts	Signatures	Sigs to Go
21-Sep	Kickoff	15	300	2700
24-Sep	Election Day Polling Place Gathering	5	100	2600
30-Sep	Train station signature gathering	3	60	2540
5-Oct	Soccer Game Signatures	6	120	2420
9-Oct	Retail store signatures	8	160	2260
12-Oct	door-to-door	10	200	2060
15-Oct	CD-5 Polling Place Gathering	5	100	1960
19-Oct	1 Month Out Weekend of Action	20	400	1560
23-Oct	Train station signature gathering	8	160	1400
27-Oct	Football game signature gathering	6	120	1280
29-Oct	Retail store signatures	9	180	1100
2-Nov	Retail store signatures	8	160	940
5-Nov	Election Day Polling Place Gathering	14	280	660
10-Nov	Train station signature gathering	7	140	520
13-Nov	Retail store signatures	8	160	360
16-Nov	Retail store signatures	13	260	100
17-Nov	door-to-door	14	280	<b>-180</b>
<b>Totals</b>		<b>159</b>	<b>3180</b>	



# Signature Gathering Campaign Timeline

## Organization Building

Aug. 1<sup>st</sup> – Sept. 14<sup>th</sup>

**Organizations:** write plans and make commitments

**Inter-organizational structure:** build statewide structure of city and county coordinators

**Outreach:** bring in new organizations and Democratic activists

**Fellows:** recruit class of fellows to work twenty hours a week on the campaign

**Data & Reporting:** build and train web based reporting system and data for event organizing and recruitment

## Launch

Sept 15<sup>th</sup> – 25<sup>th</sup>

**Regional Launch:** 9/21 and 9/22 organize regional trainings/signature gathering events in 10 counties each with at least 15 attendees

**Fellows Launch:** 50 fellows program to begin work week of 9/16

**Municipal Primary:** signature collection in high voting precincts across the state

**Reporting:** daily reports will breakdown progress to goal by organization and county

## Ramp

Sept 26<sup>th</sup> – Oct. 20<sup>th</sup>

**Accountability:** Orgs, county and city/town coordinators will held accountable to meeting their goals

**Ramp:** each week, the coalition will outperform its previous efforts and grow by 10%

**1<sup>st</sup> Sig. Drop Off:** On Oct. 1<sup>st</sup>, campaign will drop off sigs to cities & towns. On Oct 9<sup>th</sup>, drop off to Sec. of State

**Vol. Assessment:** On Oct. 7<sup>th</sup>, decide whether or not campaign can do the operation with all volunteer signature gatherers

## Sprint

Oct. 21<sup>st</sup> – Nov. 20<sup>th</sup>

**Steeper Growth:** weekly growth increases from 10% a week to 20% a week

**One Month Day of Action:** organize 15 events in 12 counties with 375 attendees.

**Municipal Elections:** on Nov. 5<sup>th</sup>, statewide organizing around municipal elections

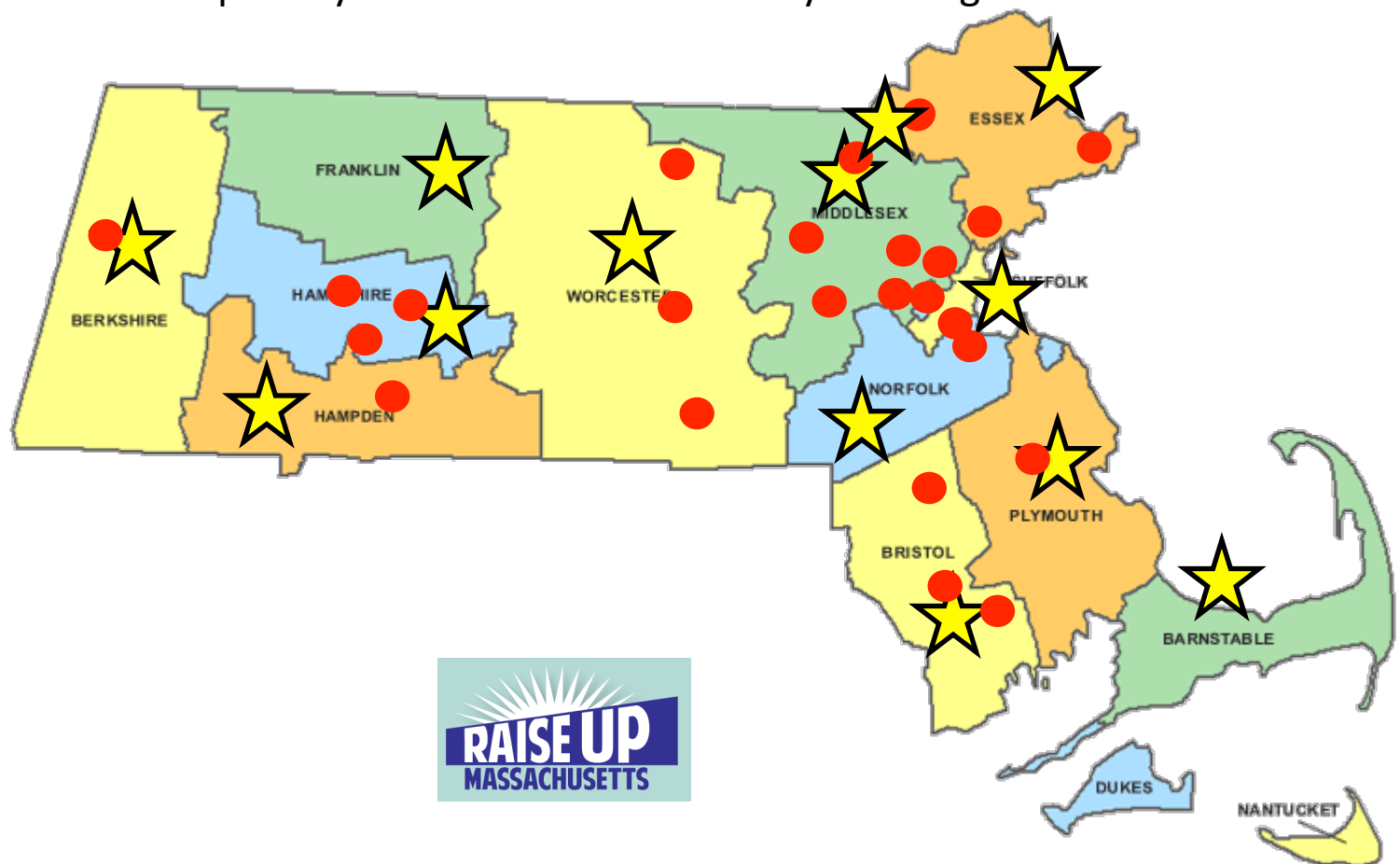
**Last weekend:** On Nov. 16-17<sup>th</sup>, organize final weekend of signature collection



# County, City, and Town Coordinators

**County Coordinators:** responsible for coordinating signature gathering for their county; recruiting and confirming city and town coordinators; organizing regional signature coalitions and facilitating coordination between groups. Responsible for coordinating drop off and pick up to city and town clerks. 30 hour/week commitment. 12 priority counties. Three meetings weekly.

**City and Town Coordinators:** Similar to county coordinators only at city and town level. 10-15 hour/week commitment. 35 priority cities and towns. Weekly meeting.



# Organizational Commitments

## Org Responsibilities:

**Plan:** Write plan including total number of signatures gathered, shifts and events organized – all broken down by week.

**Data:** Enter events and shifts in VAN and complete and online soft report after each event.

**County/City Structure:** Provide suggestions of leaders or staff to be county/city coordinators.

**Fellows:** Provide structured supervision if organization takes on campaign fellows.

## Coalition Resources:

**Plan:** provide timely feed back on organizational plans.

**Data:** build online system for event organizing and reporting. Track down missing reports as needed. Provide daily reports of progress by org and county.

**County/City Structure:** Build and manage statewide structure of coordinators.

**Fellows:** Build statewide fellows program to build additional capacity for signature program.

