



1,000 Voices to Equalize the Vote

Signature Campaign Self-Directed Mobilization Manual

Introduction

So you're about to go out and collect some signatures to give us a truly fair democratic election system for the first time in the state's history. Thank you! With the nice weather and a little practice, you'll blast through your target in no time. This document is a start to finish instruction manual for how to pitch in. It's broken into three parts: Getting Started in a Flash, The Script and Closing the Loop. Please read the instructions carefully and follow them to the letter so that none of your effort goes to waste. THANK YOU!

Getting Started in a Flash – 6 Easy Steps

What you need: A USB flash memory stick and a few bucks (save your receipt, we'll reimburse everyone who hits the goal!)

0. **IMPORTANT!** Make sure you're connected with the campaign. You can sign up at <http://www.unifiedprimary.org/connect> - this will let our coordinators provide you with helpful information on good spots to canvass in your area, as well as provide an easy alternate drop off for completed petitions. If you're on Facebook, please add yourself to the 1,000 Voices event here: <https://www.facebook.com/events/520665211372424>.
1. Download the 1,000_Voices.zip file from the web site here: <http://www.unifiedprimary.org/mobilize>. You probably already did this, or you wouldn't be reading these instructions, but just in case...
2. Unzip the file and copy its contents onto your flash memory stick. There should be five files total: Instructions.pdf (this file), Unified Primary Petition.pdf (the actual petition file), Info Sheet.pdf (to help explain with graphics), Initiative Text.pdf (the full text of the petition you are required to carry and furnish upon request) and Tear Sheet.pdf (which has little web links you can tear off for folks wanting to connect).
3. Take yourself and your flash stick to FedEx Office or your local office supply/copy center.
4. Get the supplies: You'll need a clipboard, a pen, a plastic sheet protector (optional), a manila envelope (for later), and a magnifying glass (totally optional – in case people demand to see the Initiative Text but have a hard time reading it due to font size.)

5. Print the goods. You can plug the USB stick into the self service copy machines and select the files. Only the Info Sheet needs to be printed in color, the rest should be black and white.
 - a. **Info Sheet.pdf** should be printed as one side, **COLOR**
 - b. **Primary Petition.pdf** – start with **5 DOUBLE SIDED, BLACK AND WHITE copies** (10 if you're feeling confident),
 - c. **Tear Sheet.pdf** – one copy, **BLACK AND WHITE**
 - d. **Initiative Text.pdf** – one copy, **DOUBLE SIDED, BLACK AND WHITE**. You are required to carry this when petitioning and make it available upon request. We used a tiny font to save trees. Direct folks to the web site, where the full text is also available
 - e. **Instructions.pdf** – if you want a hard copy for reference - **BLACK AND WHITE** (unless you want to pay extra for blue links.)
6. Arrange your clipboard. Tear Sheet on the bottom, petitions above and the Info Sheet (inside the optional plastic sheet protector) on top. You can carry the Initiative Text folded in your pocket, so you don't have too much stuff on the clipboard to manage.

Pretty painless, right? Now you're ready to rock for democracy!

Engage! The Process and Script

IMPORTANT! Before you start collecting, read, and then re-read the instructions for circulators on the back of the petition form. Failure to properly follow the rules can invalidate the whole sheet and waste your good effort. While you're at it, read through this document twice, just to be sure.

The following script is meant to be a guide, but feel free to put it in your own words. [Elements in brackets [] are references to the pictures in Info Sheet.pdf – practice pointing them out as you talk, because a picture worth lots of words.] We suggest starting with friends and family members to get a little practice before jumping with random folks on the street. We're talking about practice.

Start with an opener to ask for a little bit of the signer's attention:

“Can you spare a moment to help us legalize democracy?”

“Can you spare a moment to help us make voting fair?”

“We're trying to make the voting process not suck anymore, can you pitch in for a moment?” (this one actually works surprisingly well. Hmm....)

“We're trying to make voting equal, and make our politicians responsive to the people again.”

A lot of people will say, “No,” which is fine. Just move on to the next person. Remember this is something that benefits all of us, so don’t let someone else’s negativity get you down, and don’t be afraid to ask people for their help. Many hands make light work. Look them in the eyes and get ‘em on board.

If you get someone’s attention, follow with, **“We have a great reform, never been done before – it’ll be Oregon first, and we’re pushing hard to get it on the ballot. Will you sign?”**

A lot of people will want to know what it is you’re trying to solve, and most will be at first skeptical there’s a solution. If folks start talking about getting the money out, agree with them, and say that while this doesn’t address campaign finance directly because that’s a national constitutional issue, it does fix the bugs that money has a very easy time exploiting, and we can prove it here in Oregon with a simple ballot measure.

The bugs:

“There are two bugs in how we vote that make it horribly unfair. [point to dominated state map] Most districts are dominated and so the decision on who gets the job happens in the primary of only the dominant party voters. Added together – independents [point to the big red X over the independent voters and candidates] and the dominated [point to red/blue Oregon state map] – 50.6% of voters are now silenced.”

“But that’s not all. Any time more than two candidates are in the race, the more similar ones split votes [point to 3 candidate sneaky bug] – so you’re told not to waste your vote and instead vote for the lesser of two evils. This spoiler effect makes voting stupid. If you really like a candidate not from a major party, there’s a huge disincentive to vote honestly. As a result it’s more about who has the most cash and name recognition, instead of who’s best for the job.”

“Unified primary fixes both bugs by giving everyone the same ballot that shows all the candidates. So it’s sort of like the Open Primary that California and Washington have. But it goes a big step further by letting you support all the candidates you like [point to UP ballot]. So the two who go to the general election are the ones that are actually supported by the most voters [point to election process graphic], instead of just the ones with the biggest factions. [point to vote splitting image with the larger candidate mix].”

“Will you add your name to the petition so we can have a chance to discuss and vote on it in the fall?”

A lot of folks will sign on if you get this far, but some may have a lot more questions. Remind them that signing it is not voting for it – it just gives us the possibility to vote on it in the fall, and we all know the system we have now is seriously broken.

VERY IMPORTANT! There is another primary reform in the field – the Open Primary, which solves Bug #1, but amplifies Bug #2. Some folks may think they’ve already signed Unified Primary when they’ve signed Open Primary instead. Ask them, **“Did you sign the one that fixes both bugs?”** Duplicate signatures are not good, so if they’re not sure, you can move on.

You’ll want to familiarize yourself with the FAQ on the web site – <http://www.unifiedprimary.org/faq> because every single question that commonly comes up is answered there. If you don’t feel comfortable answering a question, just encourage folks to sign so we can have the public debate, and give them a web link from the tear off sheet to take home and learn more.

IMPORTANT! Before each person signs, ask **“Are you registered to vote in Oregon?”** If he or she is at all unsure, ask **“Did you get a ballot in the mail for the primary a few weeks ago?”** If the answer is no, move on. Only registered Oregon voters may sign the petition.

IMPORTANT! Always know and tell the signer the current date. Out of order or incorrect dates on the form can invalidate the gathered signatures.

Once the signature is collected, remind the person that this is a volunteer campaign and we need a lot of help spreading the word and getting the signatures. **“We are asking everyone for help because this is fundamentally for ALL of us. Please help us spread the word and pitch in on the signature drive if you can.”**

IMPORTANT! When you collect a full page of signatures, sign, date and print your name and address at the bottom of the page. Leave the Sheet Number spot blank – we’ll take care of that later. **If you do not sign the collection sheet, the whole sheet will be invalid.**

Closing the Loop

So you’ve collected some signatures. 10 maybe. 50? 100?! More? YOU ROCK! THANK YOU! Now to finish the job you’ve got to get them back to the campaign by July 1st. Remember that manila envelope? Put your completed (and circulator signed) petitions in the envelope along with any office supply receipts, and send it to:

Unified Primary Initiative
544 Blair Blvd.
Eugene, OR 97402

You can also connect with your volunteer coordinator to pick up the petitions from you directly. THANK YOU!!!