

Welcome!

**Take Action Webinar:
2018 Pledge to Amend Campaign Kick-off**

April 10th, 2018

The webinar will begin in a few moments.

Webinar Orientation & Participation Tips

- **You should be hearing audio now:** turn up your computer speakers OR use conference call line (long distance charges apply):
 - Number: +1 669 900 6833 or +1 646 558 8656
 - Attendee Access Code: 427 238 183
- **Questions:** Type your questions - chat bar at bottom.
- If you have **any technical difficulties** viewing the webinar, type your question using the chat bar. If that isn't enough, please e-mail support at info@zoom.us

Agenda

1. Quick Overview of Move to Amend
2. Campaign Goals
3. Campaign Strategy & Keys to Success
4. How to Get Started
5. Questions
6. Next Steps

Mission

Move to Amend is a coalition of hundreds of organizations and hundreds of thousands of individuals committed to social and economic justice, ending corporate rule, and building a vibrant democracy that is genuinely accountable to the people, not corporate interests.

Goals

- Pass the **We the People Amendment** to make clear that *artificial entities do not have Constitutional rights* and that *money is not speech*.
- Provoke discussion and organizing about how to make real the promise of American democracy through Constitutional renewal.

Our Principles & Values

1. Anti-Oppression and Solidarity Organizing
2. Coalition and Movement Building
3. Grassroots Organizing
4. Dedication to Political Education
5. Keep Our Political and Economic Independence

Amending the Constitution

- **Congress**

- 2/3 of both houses (House and Senate) must pass amendment resolution
- 3/4 of states must ratify (38 states)

- **Constitutional Convention**

- 2/3 of state legislatures call for a Convention to propose amendment (34 states)
- 3/4 of states must ratify (38 states)

Strategy

- Primary target is American people at this time (not Congress) to build a movement for power
- Coalition building – reaching out to other organizations working on issues affected by corporate power
- Building a broad and diverse, multi-racial & inter-generational movement – reaching out to those most affected by corporate rule
- Community organizing, not just activism
- Focus on grassroots organizing to pass local and state resolutions calling for amendment

Move to Amend Structure

- ***Grassroots***

- Move to Amend Affiliates
- We the People Amendment Working Groups

- ***National***

- National Team - Board & Staff
- National Committees
- Issue/Sector Caucuses

Purposes of Pledge to Amend

- *Educate* a candidate about the issue
- *Identify* whether she is a supporter of your position, an opponent, or undecided
- *Move* a supporter to be a champion, or an undecided individual to be a supporter
- *Soften or neutralize* an opponent

2018 Pledge to Amend Campaign Goals

- Target candidates for local, state, and federal office **to get their support on record** for the We the People Amendment and make this an election issue.
- **300** Pledge to Amend Signups **with at least 50%** of candidates elected on election day

First Some Important Dos and Don'ts

MTA Volunteers MAY:	MTA Volunteers SHOULD NOT:
Conduct candidate forums (invite all candidates, but not all need to attend)	Show favoritism for one candidate or political party.
Ask questions at candidate forums	Target voter registration drives, get-out the-vote campaigns, or other efforts in coordination with a particular political party.
Encourage voter registration	
Send educational information to candidates	
Support or oppose ballot initiatives	Provide financial support to a political candidate.
Prepare voter scorecards to show how legislators have voted	Coordinate efforts with a candidate or political party.

Reaching 300: Overview of Campaign Strategy

- ✓ Voter Pledge
- ✓ Candidate Questionnaire/Pledge
- ✓ Candidate Meet & Greet
- ✓ Candidate Forum
- ✓ Bird Dogging Candidates
- ✓ Media Strategy

Voter Pledge

I pledge to vote for local, state and federal candidates who support the Movement to Amend the United States Constitution to firmly establish that money is not speech, and that human beings, not corporations, are persons entitled to constitutional rights.

Purpose: Voter Pledge

- Opportunity to educate the public and bring them to the campaign.
- Method to apply pressure to candidates and elected officials.
- Elevates this issue – must become a litmus test for voters.

What Are Your Keys to Success

- Send the Pledge to everyone you know.
- Carry paper signups with you during campaign season.
- Table at community events, farmer's markets, candidate forums, Labor Day picnics, candidate events.

Move to Amend Will Provide

- ✓ Pledge Petition Online
- ✓ Pledge Petition for Download
- ✓ Talking Points
- ✓ Troubleshooting and support

Candidate Questionnaire/ Pledge

1. *I support amending the U.S. Constitution to make clear that corporations and other artificial entities do not have Constitutional rights and that money is not speech and campaign spending should be limited through regulation.*
2. *I will use my office to support the Movement to Amend the Constitution by passing resolutions, proposing legislation, and publicly speaking out about the need for this Amendment.*
3. *How will you use your public office to end corporate constitutional rights and big money in politics?*
4. *What is your position on the 2010 Supreme Court's Citizens United Decision?*

Purpose: Candidate Questionnaire/ Pledge

- Elevates our issue to incumbents and challengers.
- Opportunity to educate candidates and elected officials.
- If the candidate gets elected, you can hold them accountable to the position adopted on the campaign trail.

What Are Your Keys to Success

- Determine races you will be targeting.
- Wait until filing period has ended and contact the Elections Department / Secretary of State / Federal Elections Commission for candidate contact info.
- Send letter inviting candidates to participate (important to contact ALL candidates for every race and to give them enough time to respond – 3-4 weeks)

What Are Your Keys to Success

- Make follow-up calls to make sure the campaign received your materials and that you are on their radar.
- If candidates respond online we will send you the responses. If candidates send back the paper survey you will need to enter results online.
- Decide how you will publish and promote the results – print copies, send a press release, etc. (we can help)!

Move to Amend Will Provide

- ✓ Pledge/Questionnaire Questions
- ✓ Sample Letter to Candidates
- ✓ Script for Follow-up Calls
- ✓ Template for Response Handout for Voters
- ✓ Sample Press Release
- ✓ Troubleshooting and support

Candidate Meet & Greet

Hosting a candidate meet-and-greet provides an opportunity to develop relationships with individuals who may be in positions to make future public policy decisions.

Purpose: Candidate Meet & Greet

- Opportunity to educate the public and bring them to the campaign.
- Opportunity to educate candidates and elected officials.
- Develops essential relationships with candidates and elected officials
- If the candidate gets elected, you can hold them accountable to the position adopted on the campaign trail.

What Are Your Keys to Success

- Send invitations and follow up with phone calls. You must extend an invitation to all candidates in that election.
- Determine the duration. A meet and greet usually works best when kept to an hour in length.
- Keep to the meet and greet format. Ask the candidates to speak for 10-15 minutes about his or her views on the issues.

What Are Your Keys to Success

- Be sure to allow time for questions and answers and a dialogue on the issues. You may want to designate specific participants to discuss certain issues to ensure that all priority topics are discussed during the meeting.
- Send a thank you note to the candidates.
- Send a follow-up e-mail to attendees to thank them for coming and offer additional opportunities to get involved.
- Use social media to recap the event.

Move to Amend Will Provide

- ✓ Talking Points
- ✓ Sample Invitation to Candidates
- ✓ Troubleshooting and support

Candidate Forums

A candidate forum is a public event where candidates running for office are invited to express their positions on issues. It a great way to engage your community around an upcoming election.

Purpose: Candidate Forums

- Elevates our issue to incumbents and challengers.
- Opportunity to educate the public and bring them to the campaign.
- Opportunity to educate candidates and elected officials.
- If the candidate gets elected, you can hold them accountable to the position adopted on the campaign trail.

What Are Your Keys to Success

- Pick a time and date to host your forum. Look for a location and times that will attract a broad range of community members, such as a local school, community center, or library.
- Send invitations and follow up with phone calls. You must extend an invitation to all candidates in that election.
- Find a moderator to introduce the candidates, start the dialogue, and keep the discussion moving.

What Are Your Keys to Success

- Consider co-organizing your candidate forum with a like-minded organization. Working in coalition allows you to reach more people and gain additional exposure.
- Send a media advisory notifying the news media about your event three to five days in advance.
- Send a follow-up e-mail to attendees to thank them for coming and offer additional opportunities to get involved.
- Send a thank you note to the candidates.

Bird Dogging Candidates

Asking questions in an election season is an important way to make your voice heard. Bird dogging involves seeking out candidates, pin them down with specific questions, and retrieve their views.

Purpose: Bird Dogging Candidates

- Elevates our issue in the media and to the public.
- Elevates our issue to incumbents and challengers.
- Opportunity to educate candidates and elected officials.
- If the candidate gets elected, you can hold them accountable to the position adopted on the campaign trail.

What Are Your Keys to Success

- Find out where candidates and elected officials are planning to make appearances by monitoring campaign websites and email lists, calling staff members, and checking local media.
- Get a group together. Having a group of advocates attend an event, rather than just one individual, will minimize any intimidation you might feel and will also increase the chances you will be able to ask questions of the policymakers.

What Are Your Keys to Success

- Plan and practice your strategy in advance with your fellow bird doggers. Write down the questions you intend to ask.
- Get good seats, which means arriving early! Get seats as close to where the policymaker will speak as possible. Have your fellow bird doggers spread out: it will increase the number of questions you will be able to ask.

What Are Your Keys to Success

- Get your hand up first, fast, and high. Putting your hand up first is critical to being called on during a Q&A session. Do so even before the speaker or moderator asks for questions.
- Handshake lines and photo opportunities present opportunities to ask politicians questions too, and force them to give answers.

What Are Your Keys to Success

- Get quoted! Speak to the press with ready statements and your thoughts on how the policymakers addressed your issue of concern.
- Publicize your efforts and the results. Let others know what you did and said and how the policymakers responded.

Move to Amend Will Provide

- ✓ Bird Dogging Questions
- ✓ Best Practices & Tips
- ✓ Upload Videos to Our Website & Social Media
- ✓ Troubleshooting and support

Media

Election time is ideal for getting media coverage on big money in elections.

What Are Your Keys to Success

- Research spending in local/state elections and publish the figures widely.
- Publish Op Eds/Letters to the Editor to show how much is being spent (don't name specific candidates, just talk about the races in general).
- Send press releases after campaign filing announcements – call for the systemic solution of a Constitutional amendment.

Move to Amend Will Provide

- ✓ Talking Points
- ✓ Sample Letters to the Editor
- ✓ Sample Press Release
- ✓ Troubleshooting and support

How to Get Started

- Go to <https://movetoamend.org/pledge-amend-2018> and familiarize yourself with materials
- **Gather your group to make a plan!**
 - Hold a meeting of your affiliate
 - Form a new group
(<http://MoveToAmend.org/start-group>)
- Let us know your plans -- email saleem@movetoamend.org with questions or plans

Questions?

Next Steps

- **Complete the survey** at the end of this webinar (you will automatically be directed there after we end)
- **Contact Move to Amend** if you have any questions
 - info@MoveToAmend.org
 - (916) 318-8040
- **Next Take Action webinar: May 1 on Direct Action.**
Feel free to suggest topics on the feedback survey!