



END CORPORATE RULE. LEGALIZE DEMOCRACY.

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Welcome!

Local Action Webinar:

Declare Your Independence From Corporate Rule!
Creative Action Ideas for July 4th and Beyond

June 7, 2011

The webinar will begin in a few moments.

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Webinar Orientation & Participation Tips

- **Participant list:** On the left - see who else is here.
- **Maximize screen:** To get the best view of the presentation.
- **Questions:** Questions will be answered at the end. Unless it's pressing, please hold your questions until then. Type your questions in the chat bar at the 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 support@anymeeting.com



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Updates & Announcements

- We added 15,488 new signatures during May!
- Affiliate with Move to Amend!
 - Information: <http://MovetoAmend.org/affiliate>
- Democracy Convention + Affiliate Meeting, August 24-28 in Madison, WI
 - Register: <http://democracyconvention.org>
- After this presentation, related tools and resources will be able to be found here:
 - <http://movetoamend.org/July4>

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We the People of the United States
insure domestic Tranquility, provide for the common defence, promote the general
Welfare, secure the Blessings of Liberty to ourselves and our Posterity, do hereby ordain and establish this Constitution for the United States

Agenda Overview

1. Overview of July 4th actions
2. Why creativity is worth the extra effort
3. Ideas for creative actions
4. Questions to ask when planning an event
5. What to do after your event
6. Final notes
7. Questions



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July 4th Actions

- Theme:
 - “Declare Your Independence from Corporate Rule”
- July 4th is natural match to our campaign
 - Symbolism: Freedom & democracy in the USA
 - Great date for fun, creative events
 - People in a festive mood
 - Looking for fun ways to enjoy the holiday
- Goal: Fun & educational actions across the country!

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Why Be Creative?

- Doing the same old thing is easier
 - Resources are limited
 - Time is valuable
 - So why bother?
- Because... there are benefits!



Benefits of Creativity

- Attracts attention
 - Increased attendance at event
 - Media coverage
- People more likely to remember your message
 - We think in narratives
 - A story is much more memorable than a pile of facts





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Benefits of Creativity



- Energizes your members
- Helps recruit new members
 - People like to join groups that do fun, interesting things
- Widens the spectrum of tasks that need to be done
 - Gives outlets for more people's talents
- Fundraising potential
 - Higher when you are giving people an enjoyable experience, and not only asking for money



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Ideas for Creative Actions

- Will present various suggestions
- Use on July 4th or on other dates
- Use these as they are
 - Or modify
 - Or use as a starting point for your own brainstorming!



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Parade

- Many communities have 4th of July parades
 - March with costumes, use puppets, make a float
- Ideas
 - Supreme Court Justices dancing with corporate “persons”
 - Corporate “person” singing “This land is my land, this land is my land...”
 - Corporate “person” with Uncle Sam marionette (or on a leash)



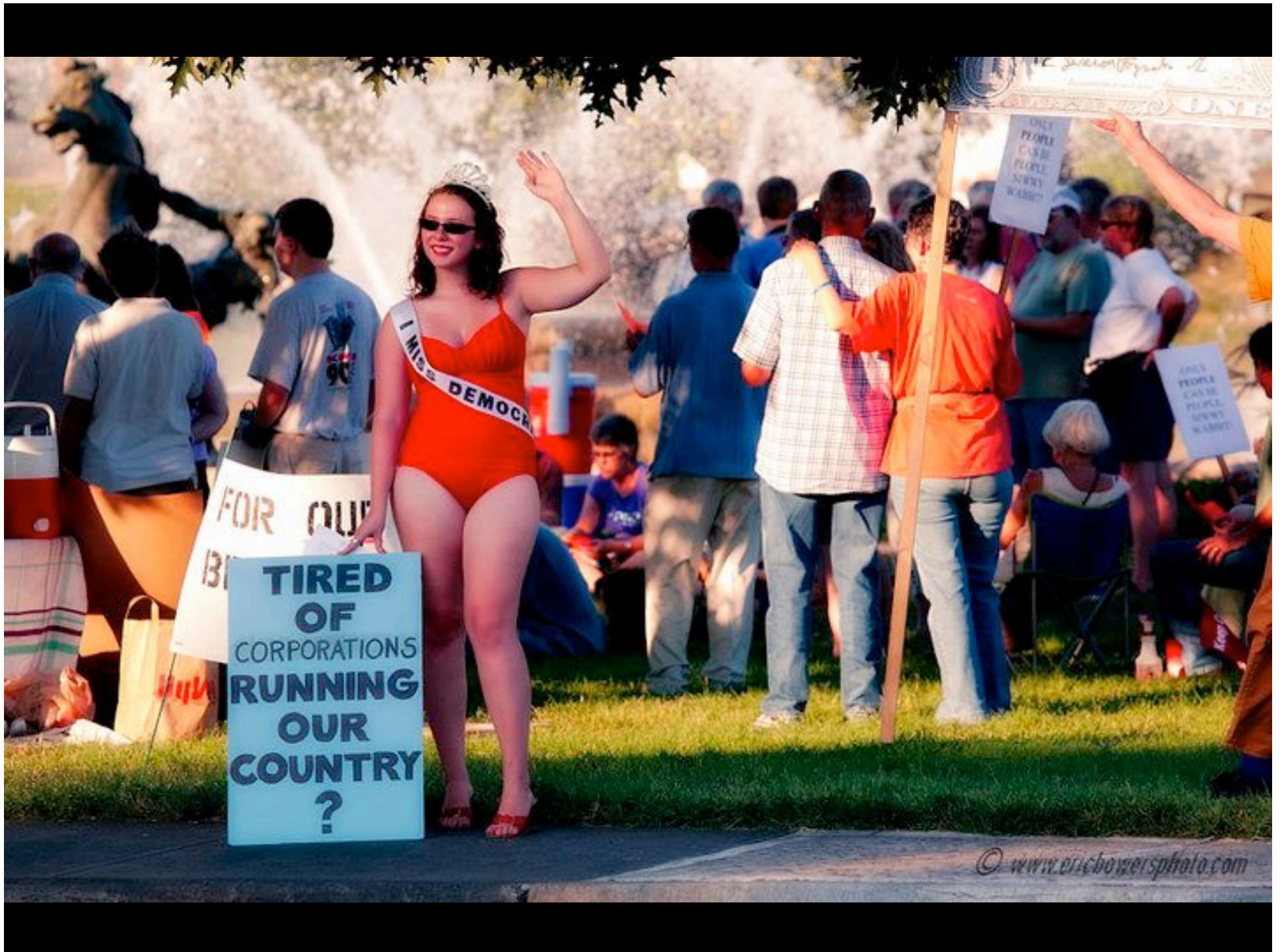
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I Miss Democracy

- Woman with tiara and sash reading “I Miss Democracy”
 - Accompanied by information about Citizens United, corporate personhood, etc.
- Variations
 - Costume at rally or other event
 - Parade float
 - Pageant









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“I Miss Democracy” Pageant Ideas

- Skit with “contestants” trying to impress corporate “judges”
 - Perhaps looking uncomfortable in the process?
- Each introduces herself with a short speech about her (pro-corporate) interests
 - “I love walks on private beaches”
 - “I think my most important asset is my intellectual property”
 - “I want to help disadvantaged corporations around the world”



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“I Miss Democracy” Pageant Ideas

- Program
 - Evening wear replaced by “corporate logo” attire portion
 - Talent portion with pro-corporate song/dance
 - Question portion featuring corporate-themed questions
- Winner receives “I Miss Democracy” sash, tiara featuring large dollar signs, and bouquet of dollar bills



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Corporate Personhood Picnic

- The 4th of July is the perfect time for a picnic!
- “A fun event for corporate and human guests”
- Food/drink
 - Pro-business burgers
 - Corporate cole slaw
 - Tax-break burritos
 - Proprietary potato chips
 - Limited liability lemonade
 - Etc.





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Corporate Personhood Picnic

- Games
 - “Race to the bottom”
 - “Pin the tax burden on the working family”
 - Free-market Frisbee
 - Corporate croquet
 - Raffle (prizes: books on corporate personhood, etc.)





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Corporate-Human Wedding

- Corporate groom marries a human bride
 - Focuses attention on how ridiculous corporate personhood is
- Florida example
 - Single woman decided to “take the Supreme Court at its word” that corporations are persons
 - Mounted a “national search” for corporate groom
 - Launched search using press conference
 - Substantial press coverage



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Progress, the Prosperity, the Justice and the good Behaviour of the People

Corporate-Human Wedding

- Madison example
 - “Ceremony” humorous skit at local venue
 - “Supreme Court” gave away the bride
 - “Democracy” objected
 - Vows were a contract with lots of fine print
 - The ring
 - Live music, dancing, wedding cake
 - Fun, but also educational
 - Fundraiser
 - Script available



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Corporate-Human Wedding

- Variations
 - Stand-alone event
 - On a parade float
 - Perform for community groups, schoolchildren, etc.
 - Perform at events (festivals, farmers' markets, etc.)
 - Skit outside your state capitol during lunch hour
 - Send wedding invitations to all legislators
- Hand people “programs” with information when they arrive





Birthday Party for Democracy

- Hold on July 4th
- Balloons, birthday cake, streamers
- One person dressed as “Democracy”
 - American flag draped across shoulders, etc.
- Supreme Court justices crash the party
 - Along with rogue corporate “persons” who try to steal ice cream from children, etc.
 - Together they try to kidnap Democracy
 - Partygoers chase off the intruders, and everyone sings “Happy Birthday” to Democracy





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Art Show

- Theme
 - Corporate persons
 - Is money speech?
 - Citizens United vs. FEC
 - How to rescue our democracy from corporate rule
- Location
- Recruitment of artists
- Reception
- Madison example



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Children's Art or Poetry Contest

- To educate children, parents, public
- Publicize contest to teachers, parents, organizations
 - Distribute information about the topic along with the rules
- Offer some kind of prizes
 - Ribbons
 - Trophies/plaques
 - Small cash prizes
- See if a local newspaper will publish winners' work, along with a short story



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Children's Art or Poetry Contest

- Art: Display top entries in a place with public traffic
 - School
 - Library
 - Coffeeshop
 - Public building
- Poetry: Display top entries, and/or have a reading
- Have a reception/awards ceremony
 - Opportunity for further education & involvement

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Bake Sale

- Fun way to table
 - Distribute literature too
- Doubles as fundraiser
- Can bring new people into your organization
- Can combine with a holiday theme if desired
 - 4th of July, Halloween, etc.
 - Use festive decorations, costumes, music





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Bake Sale

- Offer themed goodies
 - First Amendment fudge
 - Multinational muffins
 - Company cupcakes (with industrial icing)
 - Move to Amend meringues
- Plan to have a variety of baked goods
 - Ask for ingredient lists for all (in case of allergies)
 - Consider also offering drinks (coffee, lemonade)





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Bake Sale

- Location
 - Organizations
 - Churches, schools, clubs
 - Events
 - Concerts, festivals, meetings, athletic events
 - Busy public places
- Make sure to get needed permission/permits





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Corporate Candidate

- Have a corporation run for office
 - Highlights issue of corporate personhood
 - Best in pre-election season
- Can try to actually file the paperwork
 - If have any success, use this to educate
 - Consider videotaping your attempt
 - Murray Hill, Inc. (murrayhillincforcongress.com)
 - Substantial media coverage





Corporate Candidate

- Use the “campaign” to educate the public
 - Have your “candidate” meet voters at festivals, farmers’ markets, busy locations, etc.
 - Ask if your “candidate” can speak at rallies/events/meetings
 - Or the “candidate” can stand silently (since corporate speech is money) while the “campaign manager” speaks
 - Host a “debate” (with a real candidate, between corporate ones)
- Seek media coverage
 - Make a big deal of announcing the candidacy
 - Try to get “interviews” in character





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“Flash Mob with a Purpose”

- Sudden gathering in public place
 - Perform an act that sends a message
 - About corporate personhood, money being speech, corporate influence in elections, etc.
 - Distribute flyers
 - Information about the issues
 - Help people connect the action to these issues
- Goals
 - Surprise & educate passersby
 - Use recording of event to educate others

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“Flash Mob with a Purpose”

- Ideas for actions
 - “Pledge of Allegiance” to a corporation
 - “Talk” to people silently while handing them (fake) money
 - Could print educational information on backside
 - Stand silently with tape over mouth, with dollar sign written on it
 - Or walk around, handing out flyers
 - Musical action
 - Sing-along involving passersby (distribute songbooks)
 - Musical theater-style number with song & dance
 - Educational lyrics
 - Check out others’ work for inspiration (e.g. improveverywhere.com)

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Questions to Ask Yourself

- Besides having fun, what are you trying to accomplish?
 - Keep your goals in mind
- What is the underlying narrative?
 - Articulate this as clearly as possible
 - Protagonist? Antagonist? Conflict? Resolution?
 - Can this be strengthened, or made more compelling?
 - Does it clearly relate to your message?
 - Is it nonpartisan? Will it appeal to a broad audience?
- What action do you want people to take?



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Questions to Ask Yourself

- Do you have good visuals? Will they photograph well?
- How will you publicize the event?
- Will you engage the media? How?
 - Personal contact with reporters, radio hosts, etc.
 - Press releases
- Will you record the event? How?
 - How do you plan to distribute these recordings?
 - For video, try to shoot from more than one angle





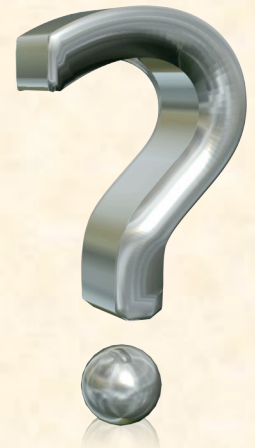
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Questions to Ask Yourself

- Will you record people's contact information?
- What will you give people to take with them?
 - Is your message clear on these materials?
 - How is your organization identified?
 - Name, website, logo, color, etc.
- Who is responsible for the different tasks?
 - Plan your event carefully
 - Spread the work around among many people
 - Be conscious of skills and leadership development





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After your event

- Celebrate your success!
 - Make sure to thank everyone who pitched in
- Share what you did with Move to Amend
 - If you have photos, videos, or links to media coverage, send the best ones our way
 - If you did something creative that others may want to replicate, let us know!
 - Also any lessons learned that could help others



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Final Notes

- **Complete the survey** at the end of this webinar (you will automatically be directed there after we end)
- **Next webinar:** First Tuesday of next month
 - Topic: Nuts and Bolts Organizing Tips for an Effective Move to Amend Group
 - Tuesday, July 5th at 4pm PT / 5pm MT / 6pm CT / 7pm ET
- **Contact Move to Amend** if you have any questions
 - info@MoveToAmend.org
 - (707) 269-0984