

NH Rebellion

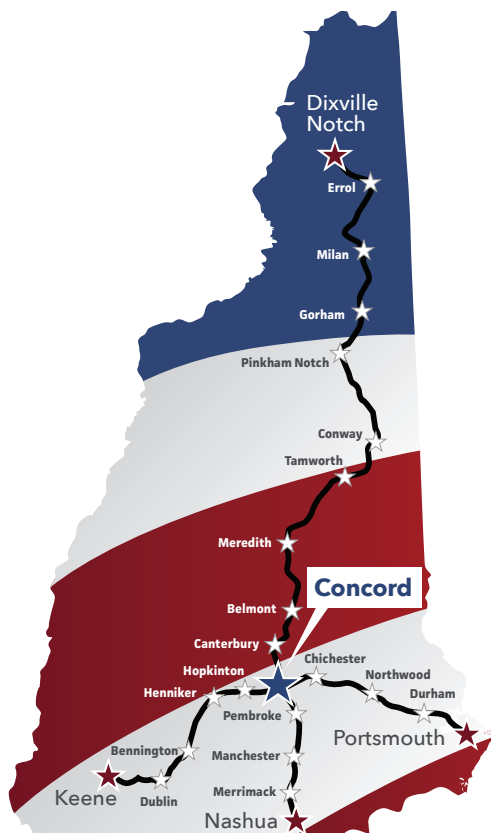
January 2015 Walk for Reform

REPORT TO THE MOVEMENT

February 3, 2015



Join the nonpartisan New Hampshire Rebellion against big money in politics
Part of Open Democracy | Concord, NH | OpenDemocracy.me



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The **New Hampshire Rebellion** is a movement of citizens of all political stripes fed up with how big money has corrupted our government. We are walking from every corner of New Hampshire to sound the alarm and demand the 2016 presidential candidates advance reforms that will remove the monied interests from the temple of our republic. Inspired NH's own Doris "Granny D" Haddock and launched by Lawrence Lessig, we are "walking the talk" to restore American democracy where every voice is heard. NHR is the flagship campaign of **Open Democracy**, a NH 501(c)(3) nonprofit founded by Granny D.



I. Introduction

27 million steps toward reform

The American people universally agree that money has corrupted our politics. On issue after issue of national concern, the evidence suggests that government no longer works for the American people as our founders intended because special interests are purchasing power to advance their own self interest. Although many Americans doubt the system can ever be changed, more and more are coming to the realization that *change must come* for the sake of future generations – and that the system will only change when the people stand up and demand it.

The New Hampshire Rebellion arises out of the growing outrage and sense of urgency among the American people to address this fundamental threat to our republic. Presented with hopeful avenues for making change, we believe our fellow citizens are willing to make a sacrifice for reform. It is a cause whose time has come.

Our **objective** is to make systemic corruption the central issue in the 2016 primary by asking every candidate, *What specific reforms will you advance to end the corrupting influence of money in politics?*

That spirit of sacrifice was put on bold display this January as hundreds of citizens from across the political spectrum took to the streets of New Hampshire to continue the NH Rebellion against big money in politics. Their frigid 300-mile walk from all four corners of state to Concord carried a simple message to the presidential candidates, who have already begun flocking to the first-in-the-nation primary state: our democracy is not for sale. The ten-day march engaged thousands of New Hampshire citizens through dozens of public events in communities across the state and earned the attention and praise of state and national media. On January 21st, the four walks converged on the New Hampshire State House in Concord for an historic Rally for Democracy and Granny D Gala: 'Walk the Talk' marking the 5th anniversary of the *Citizens United* Supreme Court decision.

Background

As a small and hotly-contested purple state with high voter turnout, same-day registration, and a highly-educated and politically-engaged population, New Hampshire is the ideal state from which to launch a national reform movement. Since 1952, New Hampshire's first-in-the-nation presidential primary has served as a major testing ground for every Republican and Democratic president and presidential candidate, and a key site for setting the national agenda. With 96 percent of citizens already in agreement that private money is corrupting our democracy and thousands of activists signed up for reform, the opportunity to kick-start a national grassroots "rebellion" in New Hampshire has never been better.



Founded on Article 10 of the New Hampshire Constitution and inspired by the legendary reformer and New Hampshire-native Doris "Granny D" Haddock, the NH Rebellion is working to make systemic corruption of money in politics the central issue in the 2016 presidential election. In January 2014, the NH Rebellion injected new energy into the reform movement by conducting an audacious 190-mile "Granny D Walk" across the state during the height of winter. That inaugural walk and an Independence Day march along the New Hampshire seacoast in July 2014 together drew over 700 participants from NH and neighboring states and laid the foundation for expanded walks and a campaign to question the candidates in the 2014 mid-term and 2016 presidential elections. Founded by Lawrence Lessig, NH Rebellion is the flagship campaign of Open Democracy, a non-partisan 501(c)(3) based in Concord, NH uniting people of all stripes around the promise of an equal voice for all.

This report to the movement outlines the key components and lessons learned from the January 2015 NH Rebellion Walk for Reform, and outlines our core strategies for the next twelve months. Our purpose is to inform and engage our many allies and partners in taking stock of where we are devising appropriate strategies to build a winning movement for reform of money in politics in 2016. We hope you will provide input and continue to walk with us, in New Hampshire and beyond.

II. Design

The Walk

Building on the success of the inaugural 190-mile New Hampshire Rebellion walk from Dixville Notch to Nashua, NH in January 2014, the January 2015 walk added three additional routes totaling 300 miles. An estimated 500 walkers participated along the way, including 441 registered walkers from 42 states and seven foreign

countries; 132 signed up to walk for multiple days and another 132 signed up as 'remote walkers' logging miles in solidarity. The walkers completed a combined 12,081 miles across New Hampshire before arriving together in Concord on January 21st.

To maximize exposure and increase participation, the four simultaneous walks departed from four corners of the state in Dixville Notch, Keene, Portsmouth, and Nashua, NH. The walks covered between 40 and 150 miles each over 4 to 10 days, visiting 47 New

Hampshire cities and towns en route, home to 37 percent of the state's population. Each walk featured daily outreach, educational, and/or theatrical events for members of the public in libraries, churches, community centers, etc.

The walks were organized by Open Democracy's team of field managers and pro-bono partners, and supported by 135 volunteers, small businesses, and community organizations. Volunteers provided meals and accommodation in churches, community centers, home-stays, and motels. Walkers wore safety vests and carried signs, American flags, and educational materials for public distribution. Participation in the walks was free and open to the public.

NH Rebellion Walks Overview, 2014-15

	Launch Walk January 2014	Independence Walk, July 2014	Cross-NH Walk January 2015	Results
<i>Route Distance (mi.)</i>	190	16	300	506
<i>Distance Walked (mi.)</i>	6,581	8,352	12,081	27,041
<i>Total Walkers</i>	207	520	500 (est)	1,227
<i>Multi-Day Walkers</i>	19	n/a	132	151
<i>NH Cities/Towns Visited</i>	22	5	47	51
<i>NH Population in Towns</i>	29%	4%	37%	40%
<i>Media Exposure (hits)</i>	115	35	132	282
<i>Public Events en Route</i>	8	2	34	44
<i>Temperature Range</i>	-3°F to 40°F	65°F to 74°F	-37°F to 39°F	

The Rally

On January 21st, the four NH Rebellion walks converged on Concord, New Hampshire for a public march down Main Street with fife and drum and the first-ever “Rally for Democracy” on the State House steps. The rally featured Republicans and Democrats, businessmen and clergy, activists and youth calling on the 2016



presidential candidates to commit to advancing specific reforms to end the systemic corruption in Washington. The rally coincided with a national day of protest against big money in politics on the fifth anniversary of the *Citizens United* Supreme Court decision. An estimated 500 citizens attended, according to media reports.



Following the rally, walkers and members of the public participated in a series of free training and educational activities at the Capitol Center for the Arts. Events included a plenary discussion “Building the Movement Beyond New Hampshire” with leaders of major national reform organizations; an activist “bird-dog” training by AFSC to facilitate effective candidate questioning; and a documentary film screening about Doris “Granny D” Haddock. Walkers from different routes were encouraged to network and discuss future organizing activities in their communities.

The celebration concluded with the Open Democracy’s ‘Granny D Gala: Walk the Talk’ at the Capitol Center for the Arts. The gala featured live music and video presentations, a reception, remarks by conservative activist John Pudner, a keynote address by NH Rebellion founder Lawrence Lessig, and testimonials from individual walkers who are committed to advancing reform in their own communities. Open Democracy presented the first Walk the Talk Awards to State Senator Jeb Brady (R) and citizen leaders Ruth Meyer, Dixie Tymitz, and Barbara Bates Smith for their extraordinary work to continue Granny D’s legacy of reform.

Infrastructure

The NH Rebellion walk was planned and implemented by a team of grassroots organizers at Open Democracy supported by 135 volunteers and pro-bono partners. Four paid organizers and the NHR director began planning the four routes half-time in October 2014 and full-time in December. Organizers were responsible for mapping routes, arranging accommodation and food, planning public events en route, and recruiting and maintaining regular

contact with walkers and volunteers. In several of the 47 towns, volunteer captains were enlisted to assist with their respective segments of the walk, including food, accommodation, and public events.

To streamline walker and volunteer registration and communication, a set of online tools was implemented with in-kind support from professional technologists. Registrations were processed via the Rallybound platform and walkers automatically received individualized webpages on which to promote their walk and solicit fundraising pledges if



Walk Volunteers, Jan. 2015

Volunteer hosts	28
Volunteer drivers	20
Other volunteers	87
	135

they chose. The Rallybound platform was fully integrated into NH Rebellion's Nation Builder database to facilitate easy communications between organizers and walkers and ensure accurate retention of records for future engagement. Upon registration, walkers were automatically subscribed to an email list-serve and added to a free mobile text messaging service for their route. Volunteer host and driver registrations were received online via a Google spreadsheet.

Extensive protocols were followed throughout the walk to ensure walker safety on high-traffic winter roads. All walkers were required to wear appropriate boots and clothing including safety vests, and were accompanied each day by an RV and two support vehicles posting signs to alert traffic. Lead and sweep walkers used walkie-talkie's to communicate with drivers and instructed walkers to warm up or rest in the RV when necessary. Local police departments were notified in advance and there were no safety or medical incidents.

III. Impact

Media

The NH Rebellion walk garnered widespread press attention from state and national media, including 59 print articles, 52 broadcast and online stories, and 21 favorable editorials and op-eds. The total reach of the top ten NH outlets covering the walk was 354,000 circulation and 2.8 million online views in the month of January. The total reach of the top ten national outlets was 2.7 million circulation and 224 million online views in January.



In-depth coverage was provided by an embedded *Concord Monitor* reporter walking all ten days from Dixville Notch to Concord and publishing daily articles, photos, and blogs. NH Rebellion walkers authored op-eds and were featured guests on the leading state television and radio programs, including WMUR's "Close Up", NHPR's "Morning Edition" and "The Exchange", WGIR's "NH Today" with Jack Heath, WNHN's "The Attitude" with Arnie Arnesen, and the NH1 Nightly News. CNN's Peter Hamby and a documentary film team also conducted interviews and accompanied the walkers over multiple days. The walk was featured internationally on RT television. An additional 150 national political reporters and outlets were contacted, several of whom expressed interest in covering future NHR walks as the presidential primary approaches in February 2016.

Top 10 State Media Outlets, Jan. 2015

	Hits	Circulation	Online
WMUR TV	3	n/a	915,000
Union Leader	4	64,000	378,000
Concord Monitor	21	23,000	242,000
NH Public Radio	2	173,000	140,000
Nashua Telegraph	4	28,000	178,000
Portsmouth Herald	4	14,000	354,000
Fosters Daily	2	24,000	271,000
Keene Sentinel	5	14,000	147,000
Conway Daily Sun	3	14,000	41,000
NH1 TV	2	n/a	58,000
	50+	354,000	2.7 million

Top 10 National Media Outlets, Jan. 2015

	Hits	Circulation	Online
CNN	1	n/a	137m
RT America TV	1	2.1m	34.7m
Washington Times	3	94,000	5.1m
Vice.com	1	n/a	38.2m
Boston Globe	1	246,000	6.1m
BoinBoing.net	1	n/a	5.3m
San Antonio Express	1	139,000	1.2m
Albany Times Union	1	70,000	1.2m
CommonDreams.org	1	n/a	872,000
The Missoulian	1	76,000	417,000
	12+	2.7 million	224 million

Online

In addition to traditional media, the NH Rebellion engaged in targeted online outreach via social media and limited paid advertising. Walkers and organizers alike took full advantage of social media tools by posting thousands of tweets and Facebook posts throughout the ten day walk using the designated hashtags #nhr and #nhrebellion. As a result of these activities, NHR increased its Twitter following to 1,106 and Facebook likes to 3,263, a 26 percent rise over the planning period. Posts regularly reached over 2,000 Facebook users and garnered hundreds of clicks, likes, comments, and shares.

Online Supporter Metrics, Oct.-Jan.

	New Supporters	New Donors	Donation Amount
October 2014	114	3	\$100
November 2014	149	76	\$5,112
December 2014	188	106	\$7,581
January 2015	943	596	\$32,974
	1,394	781	\$45,767

Walkers also contributed thousands of photos and dozens of video testimonials via NHR's shared LensMob photo platform, QuestionR video capture tool, and public YouTube Channel. At least ten separate edited videos were submitted by walkers and volunteers within two weeks of the walk and the NHR YouTube channel received over 4,000 views.

Regular email blasts to the NH Rebellion list of nearly 14,000 supporters nationwide in the run-up to the walks produced open rates of between 30-40 percent and click-through rates of between 4-8 percent, twice the average nonprofit click-through rate. Emails and social media were supplemented by a modest online advertising budget in advance of the January 21st Rally, generating 1.6 million impressions and 2,466 clicks from NH users. In addition to banner ads and Google AdWords, a small print ad was run in *The Concord Monitor* on the morning of the Rally.

As a result of these and other outreach efforts, web traffic on nhrebellion.org climbed significantly to over 35,000 visitors in December and January, including 1,131 new supporters and 702 new donors and fundraisers—double the number of donors during the inaugural NH Rebellion walk. The average donation size was less than \$60 for a total of \$35,689. More than three-quarters of new supporters and donors came forward during the walk month of January alone.

Public engagement

In addition to the media and online outreach activities described above, the NH Rebellion walk sought to educate and engage members of the public directly through conversations, visibilities, and public events. Each morning, walkers were supplied with handouts and text-to-join information, and encouraged to take every available opportunity along the route to speak with people about systemic corruption issue and describe their own commitment to reform. The walkers carried highly visible signs and waved at passing motorists to increase public awareness among the majority of New Hampshire citizens who are not yet familiar with the NH Rebellion. The selection of walk routes through several of the most densely-populated areas of the state facilitated greater public visibility and awareness.

To deepen public engagement, the NH Rebellion organized some 34 educational events (three events per day) during the NHR walk, attended by over 2,500 people across dozens of Granite State communities. Events ranged from small-scale rallies in front of city hall to live theatrical presentations about the life of Granny D to MLK Day community events to the culminating Rally for Democracy and celebration in Concord. The events included five interactive “bird-dog” training sessions (one for each of the walks and at the end), an essential means of ensuring that money in politics is addressed in the 2016 election. All events were free and open to the public.

Featured Walker-Speakers

Sir Tim Berners-Lee, World Wide Web
 Ben Cohen, Ben & Jerry's and Stamp Stampede
 Rev. Gail Kinney, Minister and activist
 Andrew Hemingway, Gubernatorial cand. (R)
 Lt. Gov. Barbara Lawton, Issue One
 Lawrence Lessig, Harvard Law School
 John Pudner, Take Back Our Republic
 Jim Rubens, U.S. Senate candidate (R)
 Josh Silver, Represent.US
 Hedrick Smith, Author and journalist
 Zephyr Teachout, Fordham Law School

Public Engagement Events, Jan. 2015

	Number	Attendance	Venues
<i>Public talks/presentations</i>	5	580	Libraries, churches, colleges
<i>Rally for Democracy</i>	1	500	NH State House
<i>Granny D theatrical presentations</i>	11	500	Schools, senior/cmtly centers
<i>MLK Day celebrations</i>	3	430	Churches, colleges
<i>Community meals/discussions</i>	6	220	Churches, cmtly centers
<i>Activist “bird-dog” trainings</i>	5	160	Libraries, churches
<i>Walk kick-off rallies</i>	3	120	City Halls, public squares
	34	2,510	

IV. What's Next

Taking Stock

Since January 2014, some 1,200 citizen activists have walked over 500 miles – 27,000 miles combined – across the state of New



Hampshire to protest the undue influence of private money in politics. Their efforts have not gone unnoticed: hundreds of media reports reaching millions of people, and thousands of direct encounters with citizens in New Hampshire, have placed the NH Rebellion and its allies in a position to meaningfully influence the 2016 presidential election through the New Hampshire primary. But that influence is far from assured.



Although the January 2015 walk demonstrated that there is public will and organizational readiness to mount a serious campaign for reform, NHR's ability to retain the spotlight and shape the national debate will become increasingly difficult as other, better-resourced single-issue campaigns enter the fray. In a crowded issue space like the New Hampshire primary, it is imperative that the reform movement increase capacity and distinguish itself from other causes in the following three ways:

- ▶ **Grassroots mobilization:** At least 5,000 citizen activists walking and talking for reform in New Hampshire, and 50,000 online activists/members, are needed to bring the issue of systemic corruption to the full attention of the candidates and the nation.
- ▶ **Cross-partisan leadership:** Movement leadership must include respected individuals from both political parties, as well as from the business, faith, education, and advocacy communities.
- ▶ **Multi-issue messaging:** Money in politics must be effectively communicated as a root problem affecting a broad range of issues to facilitate widespread participation of other groups.

Strategies 2016

Building on the success of the NH Rebellion walks and movement-building in 2014 and January 2015, we are implementing the following five strategies through primary day February 2016:

1. **Walk the Talk:** We will organize frequent single-day walks for reform engaging thousands of citizens on historically significant days in the state's largest communities, as well as a culminating mass-participation walk across NH in January 2016.



2. **Ask the Question:** We will mobilize hundreds of grassroots and grassroots bird-doggers to question each presidential candidate about ending systemic corruption, in coordination with allied groups, and broadcast candidate responses to the press and public to bolster accountability.
3. **Voices for Reform:** We will deploy local and national reform leaders, entertainers, celebrities, etc. on both the Left and Right to speak and write in local and large-scale forums to educate and motivate NHR's target constituencies to join the movement.
4. **Movement-Building:** We will recruit and engage dozens of allied organizations across the political and issue spectrum, representing 50,000 or more NH voters, to participate in NHR walks and grassroots organizing. We will share our experience and offer support to "rebellion"-minded reformers in other states.
5. **Public Education:** We will disseminate effective messaging that conveys the human cost of systemic corruption across issue areas and present credible solutions to money in politics. We will pursue ongoing media opportunities, social media exposure, and online organizing campaigns that engage activists further afield.

The year 2015 presents a hopeful opportunity in the New Hampshire presidential primary to launch a national grassroots movement for reform. We intend to take it – with your help!

Our government now favors money over majority, a twisted reality that in no way resembles Democracy. It is a system that legalizes bribery and gives those with the most money the highest level of power over public policy decisions, a position that by right belongs to the citizens at large... I will not stand by and watch the struggle for my rights be won or lost without me... This is our future, this is our fight!

Ella McGrail (age 15)
Rally for Democracy, 1/21/15



The walk for reform continues

Text **NHR** to 603-272-6117

@nhrebellion / #nhr

nhrebellion.org

