

NHRebellion

'Walk the Talk' Toolkit

March 2015



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



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New Hampshire Rebellion is a cross-partisan movement of citizens 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: Why We Walk



Granny D Walking Across America in 1999

It's simple, really. 96% of Americans agree that money has a corrupting influence on politics. But 91% don't think it can realistically be stopped, according to a 2013 poll. Their apathy is our first big obstacle to success. That's where the walks and other powerful demonstrations of our commitment come in.

Thousands of people walking for reform proves to the 91% of doubters that Americans are ready to get up and do something about the corruption of money in politics. It gives them hope that it can be addressed. More than that, walking and making signs and spreading the word allows everyone to participate in a tangible, visible way and brings new reformers into our movement. Once people walk, they are more likely to go out and **Ask the Question** of the presidential candidates and contribute in a thousand other ways to make reform issue number one in the upcoming election.

Walking is a powerful tradition. Inspired by great social movements of the past, our walks are a continuation of the long walk legendary New Hampshire reformer Doris "Granny D" Haddock, who out of a deep sense of commitment and concern put her 90-year old body on the line and walked from Los Angeles to Washington, DC to draw national attention to our issue and force politicians to address it.

**96% of Americans agree that
money is corrupting our politics.
91% doubt it will ever change.
Our walks give 'em hope!**

Our job is to make this truly the People's movement by recruiting volunteers all over New Hampshire and beyond to organize their own walks in their

communities. Since we know from experience what goes into planning a walk, we have created this walk toolkit with everything you need to organize your own walk. And even if you don't think you can commit to planning a walk in your community, we have **tips to get our issue included** in already existing events in your area, such as parades, festivals, and visibilities.

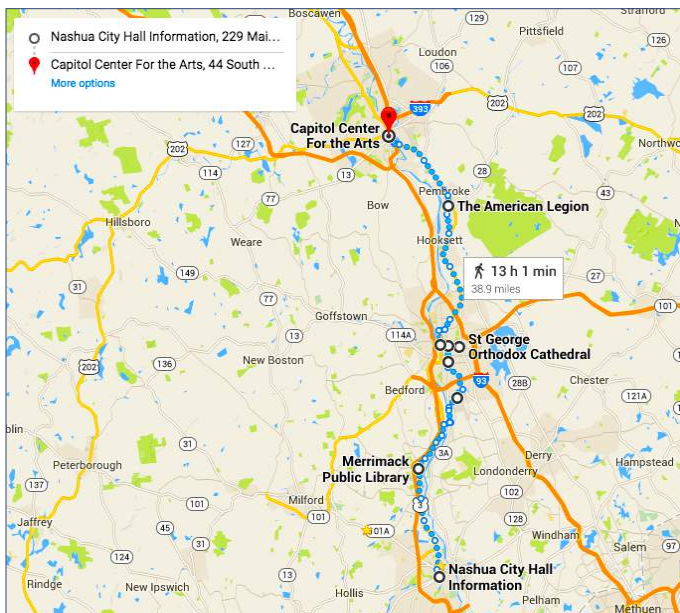
II. Nuts 'n Bolts

So, you want organize a walk? You rock! It's people like you who give our democracy a fighting chance. For an overview of the walk planning process, please check out this [Walk Planning Timeline](#).

1. Mapping the Walk

First things first: where will your walk begin and end? The **start and end points** should be familiar places where people feel comfortable gathering, like a downtown park or square, with space (and permission) to hold a kickoff or finale event. Outside is preferable

for public visibility, but having a bad weather backup indoors is also a good idea. And don't forget about parking availability for both locations.



Nashua-Concord, NH Route
January 2015

The **distance** between the start and end for a one-day walk (or each day of a multi-day walk) should be between 5 and 20 miles (or between 5 and 15 miles in winter, due to cold temperatures and fewer daylight hours). You can estimate that a group of people will walk no faster than three miles an hour, and some will walk slower, especially if there are

unfavorable road conditions. Therefore 10 miles will be approximately four hours, and 20 miles would be approximately eight hours of walking, not including breaks or lunch. Be sure to plan spots along your route for walkers to rest for a few minutes and get something to eat or drink, including a location to serve lunch. Avoid walking at night.



Walking through Durham, NH
January 2015

Once your beginning and end locations are decided upon, you will want to **choose a route** that maximizes both safety and visibility. Think wide shoulders or sidewalks and not too many street crossings or turns to miss and get lost. Once safety needs are satisfied, the more local establishments and traffic to notice you along your route, the better. **Drive your planned route** multiple times with a friend, making note of traffic patterns, construction areas, walk lanes, convenience store “pit-stops”, posted signs, etc.

Plan to **walk against traffic** on the left side of the road for maximum visibility. There may be some situations where walking with traffic on the right side is necessary (e.g. construction or a disappearing shoulder). In such situations, take extra precautions to protect the walkers with your volunteer support vehicles. And please try to minimize road crossings throughout!

RESOURCE BOX

- ➡ [Tips for Joining an Existing Event](#) (PDF)
- ➡ [Walk Planning Action Timeline](#) (spreadsheet)
- ➡ [Route Mapping](#) (sample Google map)
- ➡ [Walk Itinerary](#) (fill in template)

2. Walk Logistics

Walk Registration
Platform, January 2015



Volunteer Meal Hosts
January 2015

Keeping track of your walkers and volunteers, of what needs to be done and who is going to do it, is no small task. But don't worry, we're here to help! Using the online walk platform, we will assist you in **registering** your walkers and your volunteers, and make sure you have the complete list of registered walkers and volunteers with contact information. For large walks, we will also assist you in creating both **email groups** and **texting groups** for your walkers and for your volunteers, so that you can provide regular up-dates before the walk, and communicate instantly during the walk.

In addition to walkers, you will be recruiting a variety of **volunteers**: support drivers who stay with your walk and provide assistance, "shuttle" drivers who give rides to and from parking at the beginning and end of the walk, food volunteers who help provide meals at the kick-off or finale, and town leaders who can assist you in organizing in the towns near your route. (For multi-day walks you will also be recruiting host volunteers to provide housing.)

Among your walkers, be sure to ask for volunteers ahead of time to be official **photographers/videographers**, **social media maven**s, **venue set-up/clean-up crew**, and **health monitor** (ideally someone with sound knowledge of first-aid and a cell phone at the ready). We also recommend scheduling a **pre-walk party** shortly for your walkers and drivers to review safety and logistics of the walk, make signs together, and choose your favorite chants and songs.

RESOURCE BOX

- ➡ **Database of Registered Walkers/Volunteers** (to be provided)
- ➡ **Walker/Volunteer Email and Texting Groups** (to be provided)
- ➡ **Sample Chants & Songs** (PDF)
- ➡ **Sample Signs & Slogans** (PDF)

3. Walker Safety

Before you save democracy, be sure to save your walkers from harm! The key to walker safety is **being seen**! That's why we strongly urge all walkers to bring reflective safety vests and why we can even make a limited number of vests available to you at your request. Should something go wrong, please instruct your walks that 911 is always

their first call. As backup until the medics arrive, we highly recommend having a designated first-aid walker or driver with a walkie-talkie on hand. First aid kits are also available at your request.



"Caution" Signs en Route
January 2015

Having friendly drivers accompanying you to scope out the scene ahead, post safety signs, and scoop up a walker in need of rest is also critical. We recommend recruiting at least three volunteer **support vehicles** for a standard walk of 10-20 miles, and more volunteer **"shuttle" drivers** (depending on the number of walkers) at the end of the walk to give walkers a ride back to their cars (you may also need volunteer "shuttle" drivers at the beginning of the day if your parking location is not walking distance from your kick-off location).

For the **support vehicles** staying with the walk, there should be two vehicles that take turns leapfrogging ahead of the group in order to display a warning sign to oncoming traffic and assess safety ahead. One or two other vehicles should be making passes by the group to check for walkers needing assistance, to distribute drinks and snacks, and to give a walker a lift or pick up supplies as needed. All of the support vehicle drivers should have walkie-talkies.

There should also be one **lead walker** at the front and one **sweep walker** at the back making sure no walkers go ahead or fall behind. Both the lead and sweep walkers should also have walkie-talkies. In the end, it's all about the group arriving together, not any one person doing the whole walk themselves. This means that your inclement weather / emergency plan may include getting taking walkers off the road and to a safe location with the support vehicles,

and that if the group becomes too spread out from front to back, the rear walkers must be willing to accept a ride to rejoin the group.



Traffic Vests and "Caution" Signs
January 2015

Friendly **law enforcement** officers are a terrific asset, so be sure to give notice of your walk to all police departments along your route in advance. Let them know that you are taking all possible safety precautions and are just making them aware of your presence as a courtesy; you do not need their permission so long as you are not interfering with traffic or putting anyone in danger (requests official assistance comes at a charge).

For added safety and fun, we recommend using a GPS tracking app like **Livetrekker** to track your walk in live-time so that your progress can be posted the website.

You will also want to start and end your walk with a **brief/debrief** with your walkers, to cover safety items and get feedback from them. And be sure to complete the **spreadsheet template** with police, hospital, and other important information for each town.

RESOURCE BOX

- ➡ [Supply List](#) (PDF)
- ➡ [Volunteer Driver Instructions](#) (PDF)
- ➡ [Town Info Sheet](#) (spreadsheet)
- ➡ [Police Notification Letter](#) (PDF)
- ➡ [Walk Leader Instructions](#) (PDF)
- ➡ [Brief and Debrief List](#) (PDF)

III. Publicity & Events

4. Recruitment and Promotion

So you've got all the logistics planned—congrats! Now all you need is walkers and the press!

What's a good number to shoot for? In principle, more walkers means more publicity means greater impact, so you should recruit

as many as possible. But safety concerns may prompt you to cap the number of walkers between 30-50, especially in winter when roads can be dicey and there may be the need to scoop walkers up in support cars in the case of inclement weather. (For multiple-day walks the number of overnighting walkers will need to be limited based on the host volunteers and hosting venues available.) Don't forget that part-way walkers, especially at the beginning and end, are always welcome!



Don't Forget Signs!
January 2014 and 2014

The Rebellion will **promote** your walk to Rebellion members, and can provide lists of individuals interested in walking, as well as a **list of organizations** that have helped promote our walks in the past, and an **email template**. If you are in New Hampshire, contact us directly and we can provide information on local non-profits, community organizations, and small businesses who have helped promote our walks.

The Rebellion will provide you with **samples and tips for press advisories and op-eds** to be sent out to local media outlets to promote both your walk and walk events, and can provide you with the contacts for those outlets in New Hampshire. We also provide

promotional materials like yard signs, flyers, bumper stickers, and push cards that you and your volunteer Town Leaders can distribute in the communities and at businesses and organizations surrounding your walk route.



If all this promotion seems like a lot, don't worry. In addition to recruiting driving and food volunteers, we will also work with you to recruit Town Leader volunteers. These volunteers, who may or may not be walkers themselves, live in the towns on or near your route, and can take responsibility for things like asking their local businesses and community organizations to promote the walk, distributing promotional materials, and writing op-eds or letters to their local media outlets.

Media Outlets Covering
NH Rebellion (partial listing)

RESOURCE BOX

- ➔ [Sample Recruitment Email](#) (PDF)
- ➔ [Press Tips and Samples](#) (PDF)
- ➔ [Media list](#) (NH list available; assistance available elsewhere)
- ➔ [Town Leader Tasks and Response Sheet](#)
(spreadsheets, to be filled in by volunteer leaders)

5. Walk Events

We don't just walk for the exercise. Exercise is good but saving democracy is better. That's why your kickoff and finale events--and possibly other events en route--are so important: it's how we educate and energize other people to join our cause.

Portsmouth, NH Walk
Kick-Off, January 2015



Your **kick-off event** should have an energizing, inspirational feel, and your **finale event** should leave people feeling connected to the movement and each other, and with plenty of ways to take action. Events are a great time to turn out the local community and snag a few last-minute walkers. Think about what will appeal most to your audience: an inspirational speaker, a band, a chant, a song? Are there community leaders like the mayor, state representatives, pastors, or principals who you can invite to speak? Or, for indoor finale events, a documentary, panel discussion, or play? The Rebellion has **a list of resources, speakers and entertainers** who might be willing to help.



Dublin-Hancock, NH Walk Finale
August 2014

To help **build community** and encourage full participation in groups of around 40 people or less, we recommend starting or ending your walk in a big circle and having each person shout out a word that describes how they feel, or a few words introducing themselves and why they turned up to walk. For larger groups, the leader can simply ask walkers to introduce themselves to the person next to them in the crowd and describe why they came out in 20 seconds.



2015 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

Don't forget the **practicalities**: food, restrooms, parking, tables and seating, set-up and clean-up, and other logistics for your events. Churches and community institutions like libraries and recreational centers frequently open their doors for such events, and you may be able to use volunteers or donations from your local Panera Bread or other food store. When planning logistics, be aware that more than just the walkers will be attending your events, especially the ending event.

The Rebellion has a **list of national organizations** that have helped out with our walks in the past, whether with promoting, joining the walk, or assisting with events. Feel free to contact them for help in those roles. Also, if you are in New Hampshire, contact us directly-- we have extensive lists of local non-profits and businesses that have helped out with our walks!

RESOURCE BOX

- ➡ [Event Planning Resources](#) (spreadsheet)
- ➡ [Partnering Organizations](#) (spreadsheet)
- ➡ [Speakers/Entertainers, Venues, and In-Kind Donors](#) (spreadsheet)

IV. Resources

- ➡ Tips for Joining an Existing Event
- ➡ Walk Itinerary Template
- ➡ Sample Chants
- ➡ Sample Songs
- ➡ Sample Signs & Slogans
- ➡ Supply List
- ➡ Volunteer Driver Instructions
- ➡ Police Notification Letter
- ➡ Walk Leader Instructions
- ➡ Brief and Debrief Checklist
- ➡ Sample Recruitment Email
- ➡ Press Tips & Samples

For additional spreadsheet resources, visit nhrebellion.org/walk/resources

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)
NH Rebellion Walker, January 2015



The walk for reform continues

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

@nhrebellion / #nhr

nhrebellion.org





Tips for Joining an Existing Event

As a NH Rebellion supporter you are eager to share your enthusiasm with the community and get others involved. By volunteering to represent NH Rebellion you help build the movement - your effort is greatly appreciated, so thank you! One of the easiest and best ways to spread information about the NH Rebellion is by participating in events that already exist. During the summer there are many opportunities, particularly around Independence Day. Whether your town has a full parade, a midway, or a small celebration, having a NH Rebellion presence is a huge contribution. Below is some information to help you join an existing event.

A. Gather Pertinent Information

If your town has a website, check online for information. Sometimes this is incomplete or non-existent. If there is no information available online try calling your town or city hall.

Date of Parade or Event: _____

Event Coordinator: _____

Email: _____

Telephone: _____

Application: Yes or No If yes, deadline: _____

Where to submit: _____

B. Application

If there is an application be sure to include important information:

- "The New Hampshire Rebellion is a *nonpartisan* movement to make the root problem of systemic corruption driven by money in politics the central issue of the 2016 presidential primary." It does not endorse a specific candidate and is about unifying citizens in civic engagement.
- Planning for a group of one dozen community members is a good goal. It is great if more people show up but overestimating the group may cause problems in the application process.
- If it requires NH Rebellion contact information please use:
Jeff McLean, NH Rebellion Director info@nhrebellion.org (603) 272-6117
- Include "www.nhrebellion.org" for more information.

Retain a copy of the application for your records

Note: For more informal or open parades, you can often walk the parade route ahead of the parade, handing out pushcards, candy, and mini-flags to the parents and children lined up along the route



C. Preparing for the Event

Gathering Time and Place: _____

Can you distribute information during the parade? Yes__No__
Candy/Mini-Flags? Yes__No__

Recruit participants - Connect with your network and if you would like us to connect you with other NHR supporters in your area, please email info@nhrebellion.org

Gather necessary materials:

Tabling:

- Small table
- Chairs (if you are tabling for a few hours these will be a huge relief!)
- Email Signup Sheet
- Review Information on 2014 and 2015 walks
- Get Involved Sheet
- Water! (if you are tabling for a few hours you will absolutely need to hydrate)

Parade:

- Pushcards (please request, info@nhrebellion.org)
- Mini NH Rebellion flags (please request, info@nhrebellion.org)
- Candy for kids, if allowed
- Banner and/or signs (Please keep it non-partisan)
- American Flag
- Water bottles for participants - it is hot, make sure everyone is hydrated.

Printable Resources are available at:
www.nhrebellion.org/speakers_bureau_resources



Walk Itinerary Template

[Date] [Origin Town] to [Destination Town] Walk

Today's Total Mileage: __ miles

Estimated Walk Time: __ hours

Starting Point: [exact address]

Route: [brief description of route directions]

End Point & Lodging: [exact address]

Parking: [address and details of parking arrangements, rides available]

Sample Itinerary

- 7:00 AM - PARK at Pease Base C&J Long-Term Park and Ride, Shuttle to Start Point
- 8:00 AM - Breakfast and Meeting (Breakfast provided by South Church, Panera Dover)
- 9:00 AM - Kick-Off at Market Square

Guest Speakers Senator Martha Fuller-Clark, Phil Nazzaro, John Rauh, and Dan Innis

- 12:00 PM - LUNCH - Emery Farm, Durham
- 2:00 PM - ARRIVE
- 3:00 PM - Debrief
- 4:00 PM - Dinner (provided by Newmarket Community Church)
- 5:00 PM - Evening Event

Guest Speaker Rev. Larry Brickner-Wood

Play: *Granny D: The Power of One* by Dixie and John Tymitz

- 7:00 PM -- Rides to alternate Lodging or Pease Base Park n' Ride

Sample Chants

- People Vote, Dollars Don't!
- Ain't no power like the power of the people
'cause the power of the people don't stop! - Say what?
- Show me what Democracy looks like.
This is what Democracy looks like!
- Our concept of rebelling
Walking, asking, yelling
- Hey hey! Ho ho!
Big Money's got to go!
- The people! United! Will never be defeated!
- Money out! People in!
- Rain, Hail, Sleet, Snow / Granny D is on the go!
- Cold, cramping and forlorn? / We'll keep walking for reform!
- Shop for coffee, cars, or kale / Democracy is not for sale!
- 1-2-3-4 / Show those fat cats to the door!
5-6-7-8 / Democracy: it's not too late!
- Democracy has got the blues / Better wear your walking shoes!



Sample Songs

We Walk

We walk with love for our country
To honor our grannies and sons.
We walk for an end to corruption
Till "the will of the people be done."

Take a Walk

(To The Tune Of: "If You're Happy and You
Know It, Clap Your hands")
-By Rick Hubbard

If worried bout our Congress, take a walk
If money's legal bribery, take a walk
When Congress aids the donors,
And the people are the losers
Our Democracy's in trouble
Take a walk

Follow Granny D's direction, take a walk
To reach New Hampshire folks, take a walk
We're excited to be here
And we want to spread the cheer
Till thousands join us here
Take a walk

To prod our candidates, take a walk
To ask them for their plans, take a walk
When we ask them over and over,
Till they want it to be over
To help them find a plan
Take a walk

Our plan is not to race, so we'll walk
We need to build our base, so we'll walk
Just begin with many miles
As we face each day with smiles
Solve our problems with our wiles
Take a walk

Once our mentor Granny D took a walk
She inspired this years' starters for a walk
Show the facts like Granny D
Till our Congress starts to see
That millions feel like we
Take a walk

We're worried and we know it, take a walk
Our democracy's in trouble, take a walk
Let our voices ring out clear
Make our politicians fear
Till reform is finally here,
LET'S TAKE A WALK!

Sample Songs

I Wanna Be Like Granny D!

(Tune: "Here We Go 'Round the Mulberry Bush")

Lyrics © by Vicki Ryder

I wanna be like Granny D,
Walkin' this land from sea to sea,
Workin' for true democracy -- when I'm 93.

I want a land where equality
Means poor folks can run for the presidency,
Not just the ones with the dough-re-me -- when I'm 93.

I want a nation where all votes count,
Not just the ones with the big bank accounts.
No hanging chads and no miscounts -- when I'm 93.

I want a campaign that's straight and true
With candidates like me and you.
Not just those who profit from war -- when I'm 94.

I want a world where my grandkids thrive
And everyone has what it takes to survive.
That's my wish if I'm still alive -- when I'm 95!

I wanna be like Granny D,
Workin' for true democracy,
With no more lies and no more tricks -- when I'm 96.

I wanna be like Granny D,
Walkin' this land from sea to sea,
Workin' for true democracy -- when I'm 93.

Sample Songs

It's Time for Election Reform

(Tune: "Johnny's So Long at the Fair")

Lyrics © by Vicki Ryder

CHORUS: Oh dear, what can the matter be?
Big money is killing democracy,
Our elections are fraught with hypocrisy,
No one can run if they're poor.

Our taxes are cut but that's just for the wealthy,
While poor people cannot afford to stay healthy!
Our tax money's wasted on drones that are stealthy.
It's time for election reform.

They say that the way to make peace is through war
And the way to get rich is to rob all the poor, and
They're all such big liars we can't take no more!
It's time for election reform.

REPEAT FIRST CHORUS

They own all the newspapers and TV stations
They lie through their teeth to the folks in the nation
Our voting procedure's an abomination!
It's time for election reform.

They get the big contracts without even bidding
And rake in big bucks -- now just who are they kidding?
We Grannies are ragin'; we won't just be knitting...

We'll work for election reform.

CHORUS: Oh dear, what can the matter be?
Big money is killing democracy,
Our elections are fraught with hypocrisy,
Let's vote the crooks right out the door!



Sample Songs

Not One Step Back! (Voting Rights)

(Tune: "Battle Hymn of the Republic") New Lyrics by the Triangle (NC) Raging Grannies

We're the Raging Grannies and it's turning our hair gray
To think that men in suits might take our voting rights away.
Our mothers fought to vote and now we fight again today!
Not one step back! No way!

They want to take us back in time when bigots ruled the land,
When women, blacks and poor folks from the voting booths were banned.
But this is our democracy and this is our demand:
Not one step back! No way!

No more after-midnight sessions, No more citizens arrested!
We want a true democracy with voting rights for all!
Not one step back - no way!

Do they think that we don't know just what their scheming laws have done?
How redistricting is how they got the votes they say they won?
How voter ID laws make voting hard for everyone?
Not one step back! No way!

They're killing Sunday voting, but that was the only day
For working folks to have a chance to vote and have their say.
Don't you wonder why they try so hard to take our votes away?
Not one step back, no way!

No more after-midnight sessions, No more citizens arrested!
We want a true democracy with voting rights for all!
Not one step back - no way!

We've voted all our lives, but now we're scared ours will be missed;
Just because we have no picture doesn't mean we don't exist.
Our rights to vote are threatened and we're seriously pissed!
Not one step back - no way.

We've got to get together, young and old and black and white,
The unemployed and union folks, and work with all our might,
And show this Legislature that we'll fight to keep our rights.
Not one step back! No way!

No more after-midnight sessions, No more citizens arrested!
We want a true democracy with voting rights for all!
Not one step back - no way!

Sample Songs

Get Out and Vote

(Tune: "My Bonnie Lies Over the Ocean")

Lyrics by Peggy Dempsey and Vicki Ryder (Rochester)

Last **night** some new thoughts did surround me
When **thinking** of heroes of old,
What they **fought** for does really astound me,
They were so brave and so bold.
The **men** said that women weren't able
To **think** or to make up their minds,
So **men** would make all the decisions
And **leave** all the women behind.

CHORUS: Rise up, sing out
On matters that matter to you and me!
Sign up! Get out and vote
And we'll make a difference, you'll see!

Some **brave** women in our communities
Refused to be quiet and meek
They **struggled** to gain opportunities
To **work** and to vote and to speak.
Now **many** long years have transpired
Since **brave** women won us a voice
They **worked** and they struggled together,
So **we'd** have a vote and a choice.

REPEAT CHORUS

Sample Signs & Slogans

- People Vote, Dollars Don't!
- Big Money bought Congress, but We Pay!
- The System Isn't Broken, It's FIXED!
- Free Speech is for People!
- Democracy is for People!
- If Money is Speech, Speech ISN'T FREE!
- If Money is Speech, Poverty is Silence!
- If it can't vote, it should stay out of our elections!
- They call it a Donation, we call it a Payoff!
- Elections belong to the People ONLY!
- One Person, One Voice (or Vote)!
- My Vote is not for Sale!
- I want a government that is NOT for Sale!
- Free Speech SHOULD BE FREE!
- Democracy is not for Sale!
- We are not for sale!
- <American Flag (or other American image like Statue of Liberty, Capitol, etc) with "NOT FOR SALE" written over image>
- Corporations aren't People—People are!
- Congress used to have Constituents - Now they have INVESTORS!
- Big Money in Elections = CORRUPTION!
- <red circle with line through> Big Money in Politics
- Rich Men Buy Poor Laws
- We have the best Congress Money Can Buy
- End Legal Bribery
- Stop Cronyism
- We can fix our Corrupt System!
- Dollars are not Citizens!
- A Buck is not a Ballot!
- Money Out, Voters In!
- Silly SuperPACs, Elections are for People!
- The size of your Wallet shouldn't determine the size of your Voice!
- Granny D's Sons and Daughters Walking!
- Caution: Democracy Ahead!
- Are YOU being Represented?
- Honk if you <heart> Democracy!
- <stick figure person drawing> # > \$



Supply List

Safety:

Med Kit (incl. emergency blanket, hand/toe warmers in cold weather)
Extra moleskin and blister protection/treatment (duct tape works well)
Reflective Vests (enough for most walkers)
Flashing Light (colored Headlamp) - 2 (front and rear walkers)
General and Route Maps and Directions (at least 3 copies)
Walkie Talkies (around 10)
"Caution Walkers Ahead" signs

Visibility:

NHR/Granny D Signs and Banners, US and State Flags
Constitution (Federal and State)
Loudspeaker
Pushcards
Name Badges

Sign making:

Pens, Markers, Pencils
Scissors
Duct Tape
Neon spray paint
Reflective Tape
Zip ties
Cord

Supplies:

Granola Bars, Fruit Snacks, etc
Water
Paper Towels
Garbage Bags



Volunteer Driver Instructions

There are two main types of drivers: the AM/PM shuttlers, and full-time support drivers.

- The AM/PM shuttler job is straightforward - drivers arrive before the beginning of the walk to shuttle people from the parking location to the walk start, and drivers show up after the finale event to drive walkers back to their cars.
- The strategy and roles of the full-time support drivers are more complex--there should ideally be two "leapfrogger" vehicles, and at least one or two "patrol" vehicles, as described below:

Full-Time Support Vehicles

(All should have Walkie-Talkies--All vehicles turn on Hazards / 4-way flashers)

1st leapfrogger: Travel approx 1/2 mile ahead of walkers. Find a safe place to park (display hazard flashers). Exit vehicle with walkie talkie and stand on walking side of road holding sign visible to on-coming vehicles. Place orange cone / warning sign at edge of right of way so drivers see you. Stay in place until all walkers have passed. Move to a safe position approximately 1/2 mile ahead of vehicle #2

2nd leapfrogger: Stay in place until all walkers have passed. Proceed approximately 1/2 mile ahead of vehicle #1. Follow procedure above.

Both vehicles continue this "leap frog" procedure until destination is reached.

Other duties for leapfroggers:

- Monitor traffic and alert walkers by radio of unusual on-coming traffic heading their way ie..."large tractor trailer coming your way".
- Keep your eye out for road hazards, narrow sections (no shoulder), icy conditions and alert team by radio.
- Look for alternative routes if necessary and advise team.
- If the walker group is approaching a dangerous intersection, post yourself at the location and assist with crossing.
- Communicate with police and emergency personnel if approached. Refer to team coordinator if there are issues.



Patrol vehicles:

- Travel up and down the road (with hazard flashers displayed) past the walkers looking for people in need of assistance.
- Pick up walkers who need assistance and bring them to the RV (pull over at a safe point in the road – do not stop in the middle of the road!)
- Watch for walkers entering businesses so that they do not get left behind
- Bring lagging walkers to the front (or sweeper walker to the immediate end of group)
- Let tired/cold walkers ride until they can walk again
- Monitor radio for direction from coordinator, RV driver and walker leaders.
- May need to run errands (pick up food/supplies), take people for medical attention etc.
- Take walkers who are only walking for part of the day back to their cars, or pick up walkers from parking who are joining late
- This position can be a rotating position for people who want to walk - get a tired walker to drive your car for a ways while you walk!



Police Notification Letter

Town of _____ Police Department
Re: NH Rebellion Walk

Dear _____ Police Department,

This is a courtesy notification to inform your department that the "NH Rebellion" campaign off the non-partisan, non-profit organization Open Democracy is planning a peaceful walk of approximately ____ people, which will be coming through your town on _____.

This walk continues in the tradition of Granny D, a local hero from Dublin, NH, who walked across the country at the age of 90 to promote integrity in democracy. NH Rebellion has organized several of these walks across the state of New Hampshire over the past two years, all without incident.

We are not asking for formal police support, and are notifying you as a courtesy, so that your dispatch and any patrol officers on duty that day will know who we are and what we are doing. We ask that you post this in your office so all of your staff are informed.

Safety is of the utmost concern to us, and we are equipped with proper safety equipment (reflective vests, warning signs/cones for traffic, first aid kits, flashers, walkie talkies, water, etc) and have familiarized all the walkers with safety procedure (traffic patterns and traffic/pedestrian laws and precautions, inclement weather plans, emergency procedure, etc.) We have multiple support vehicles for the walkers, a morning safety briefing, and an organizer in charge of safety. We will keep you immediately advised of any issue arising that affects safety, either to the public or ourselves.

We look forward to walking through your town, and cooperating with you!

Sincerely Yours,

Walk Organizer

Phone
Address



Walk Leader Instructions

(All should have Walkie Talkies - these positions can alternate among the walkers)

Head of Line: Ideally the fastest walker. Sets the pace for the group (be aware that the group must stay reasonably together, this is not a race), communicates with organizer and drivers and conveys messages to group, such as safety hazards (narrow shoulders, large vehicles, ice, mud, etc) or the need to stop (to let stragglers catch up, for group to take a break, for group photo, etc). Encourages people to walk single-file in dangerous areas. Should carry a prominent flag or sign.

Sweeper: The last person in the group--a naturally slower walker. Ensures that no one is left behind--does not allow anyone to walk behind them. If people are delayed they will need to get a ride to rejoin group. Communicates with traffic control and the rest of the team by radio, asking the lead to slow the group up if necessary. Monitors the group and alerts the patrol drivers to people in need of assistance. Encourages people to walk single-file in dangerous areas.

Additional Volunteer leaders: Ideally walkers in the middle of the line. Monitor the group and alert the patrol drivers (by hand signal if not enough radios) to people in need of assistance. Make sure people are staying hydrated, have energy, and are not in pain. Encourage people to walk in single-file in dangerous areas.

First Aid Responder: Volunteer with first aid training. This can be a walker or someone who rides in a support vehicle.

Brief and Debrief Checklist

Briefing at Start:

- General route directions, planned breaks
- Hazards on route to be aware of
- Road conditions for day
- Weather expected
- Inclement weather plan
- Signal for assistance
- Check to see how everyone is feeling
- Tips for walkers (don't be afraid to accept a ride, treat blisters before they start, stay hydrated, stay double or single file, etc)
- Chants / songs
- Quick inspirational pep talk!

Equipment Check-Out:

- Name badges
- Push cards
- Safety Vests
- Flashers to Lead and Rear Walkers
- Walkie talkies to key volunteers
- Signs/banners/flags

Debriefing at End:

- Check to see how everyone is feeling
- Ensure treatment for people who need it, water, food, and rest
- Concerns, ideas, feedback? How can it be better?
- Thank yous, inspirational message

Equipment Check-In:

- Signs/banners/flags
- Name badge holders
- Excess Push cards
- Safety Vests that have not been personalized and kept
- Flashers from Lead and Rear Walkers
- Walkie talkies to key volunteers



Sample Recruitment Email

Hi,

My name is _____ and I'm passionate about getting money out of politics!

In a couple weeks, a rugged band of walkers (including myself!) will be walking for democracy—and we are walking right by your location on _____(you will be able to track our GPS location as we walk live on our site)! **It's going to be big, and we would like your organization to be a part of it!**

Since we will be walking right in front of your establishment, will you partner with us by spreading the news of the Walk (copied below) to your email list, social media, website, newsletter, and/or blog? Even something as simple as letting us put up a sign or flyer on your property, or just asking your customers to come out to wave at us as we walk by, will mean a lot to us! *We would also be eager to promote your organization as a partner in our social media and blogs as well.*

Please email me back to let me know if there is some way you can help us spread the word. I will stop into your location or call you soon to say hi! Of course, we are strictly non-partisan and do not support or oppose any party or candidate.

Thank you so much for your time--I look forward to talking with you!

Press Tips & Samples

Op-Eds and Letters to the Editor (LTEs) Tips

- Op-Eds usually have a word limit of 500 - 800 words, so to be safe shoot for < 700
- LTEs usually have a word maximum of 150-300 words, so to be safe shoot for <250
- Messages with relevance to a specific and current local issue, and personal stories, are often favored
- Be informative without using jargon--it should be easily understood by everyone
- Be passionate but not inflammatory...use diplomatic language
- Don't forget to include your name, town, and phone number
- BE CONCISE!

Sample Op-Eds and Letters to the Editor

Do We Have a Democracy?

With the election upcoming, my friends and I have attended several debates--and although we submitted the same question repeatedly, it rarely got asked. This is ironic, since our question is what will be done to restore our democracy. Yet, this doesn't surprise us--most New Hampshire residents know America no longer has a government that answers to its People.

A Princeton study proved it: America is no longer a democracy, but a plutocracy--rule by the wealthy elite. The study demonstrated definitively that policies end up reflecting the wishes of the tiny fraction of the country that makes substantial political contributions--not of the voters.

We already suspected this. Ninety-six percent of Americans want to reduce the influence of money in politics. We feel that our legislators care only about their donors, who they spend 70% of their time courting--even if their donors are not constituents, or now thanks to superPACs, even outside the country, effectively. Election spending is higher than ever because legislators are for-sale more than ever.

So my friends want to ask candidates what will be done about it. Our question is overlooked because moderators have a hot-topic agenda--things like healthcare, national security, spending, the environment, and net neutrality, for example. But these issues, and many more, come back to this: industries that invest in candidates in order to get profitable policies.



We cannot make healthcare policies that benefit everyone, rein-in spending, or ensure an open internet—as long as most political contributions come from the corporations that profit from expensive insurance plans, receiving government giveaways, or monopolizing information access.

We learn in school that democracy dies without a well-informed public. So it is incumbent upon the “fourth branch”—the press—to show people, who already sense the corruption of money-politics, that how we conduct elections is at the heart of every other issue. The press must stress that business should *mind* its business—which is making profit within the confines of the law—and remind us that it is the business of the *citizenry alone*, according to the Constitution, to direct the making of law.

Join the ‘Rebellion’ to return government to the People

To The Daily Sun,

Right after the recent election, Kentucky Senator Mitch McConnell said, "We (the senate) haven't seen an energy bill in seven years."

Where has he been? Senators Jeanne Shaheen and Rob Portman (R-OH) drafted an energy efficiency bill co-sponsored by Senator Ayotte which was designed to help businesses and governments cut energy costs through increased efficiency. Opponents succeeded in killing the bill!

Senator McConnell also claimed there is widespread opposition to the EPA rule to reduce carbon pollution from power plants. The fact is, there's widespread SUPPORT. Seventy-percent of Americans support the Clean Power Plan, and exit polling showed that 6 in 10 voters believe climate change is an important issue.

So McConnell can grandstand on pollution all he wants, but he's just blowing smoke. The American people want action on climate change, not more obstruction from deniers in Congress. Blocking climate action and public health protections don't make sense to anyone except to the Big Oil Funders of so many of our Congress members' election campaigns. This is one of the many outcomes of our "whatever big money can buy" corrupt system of campaign financing. When will we get a handle on this system?

If Laconia Daily Sun readers are interested in speaking up against the corruption of big money in politics, the force that creates this kind of irresponsible denial and lack of action in Washington, I suggest that they look into a N.H. grassroots organization dedicated to campaign finance reform. Join the effort to return our government to the people: It's The N.H. Rebellion at www.nhrebellion.org.



Time to Rebel Against Big Money in Politics

One month from now, a band of “Granny D walkers” will put on their boots in Dixville Notch and take to the road in a New Hampshire rebellion against big money in politics.

One week later, walkers will join the N.H. Rebellion in Portsmouth, Nashua and Keene, taking inspiration from New Hampshire’s late legendary reformer Doris “Granny D” Haddock, who walked cross-country at age 90 for campaign finance reform.

From Jan. 11 to 21, hundreds of walkers will log thousands of miles touching hundreds of thousands of fellow citizens with one simple message: We, the People, are not for sale. They will walk through sun, snow and sleet – and sleep in churches, homes and motels – until they arrive in Concord.

On Jan. 21, the walkers will converge on the State House to raise their voices in a unison declaration of independence from big money in politics.

Their cause is as old, and as bold, as our own state constitution. Adopted in its first iteration on Jan. 5, 1776 – six months before the Declaration of Independence was signed in Philadelphia – the New Hampshire Constitution declares in no uncertain terms that government is “instituted for the common benefit, not for the private interests or emolument of any one man or class of men.” Their grievance is shared by the vast majority of American citizens, in New Hampshire and beyond.

Five years after the Supreme Court’s Citizens United decision opened the floodgates to unlimited political spending, elections for public office have become a private good.

Here in New Hampshire, the 2014 midterm set a staggering, sobering new trend. Close to \$100 million was spent on state and congressional races, most of it coming from out-of-state interests who care little for our people. Of the roughly \$60 million that was spent on the Senate contest alone, the majority of dollars came from a handful of “independent” spenders, many of them undisclosed.

Even money raised by the candidates themselves was grossly unrepresentative of the public at large. A fraction of one percent of Americans provided the lion’s share of campaign funds in 2014 giving amounts that few of us can fathom to buy access and influence in politics.

The money is not well spent in the eyes of most voters. As anyone within earshot of a TV can attest, 2014 ranked as the most negative election in state history, with some 90 percent of all ads aired against one candidate or another. To the special interests, however, such contributions are found to provide a hefty return on investment. One need look no further than our mangled tax code or generous subsidies for energy, agriculture, pharmaceutical and other entrenched industries.



The framers of New Hampshire's constitution, like their counterparts at Philadelphia, strongly disapproved of any governmental arrangement that favoured "one man or class of men" – but they didn't stop there.

Article 10 of the state constitution goes one step further: "Whenever the means of government are perverted, and public liberty manifestly endangered . . . the people may, and of right ought to reform the old, or establish a new government." That is precisely what the N.H. Rebellion intends peacefully to do.

In short order, the presidential candidates will be traveling to New Hampshire to court our votes. They will tell us that energy and the environment, taxes and trade, health care and housing, education and the economy, deficits and the national debt are pressing public concerns.

As a bipartisan band of citizens, we agree.

But there is another, prior problem that cannot be ignored. In fact, our ability as a nation to meet the many challenges we face hinges on our ability to address this fundamental issue once and for all: the corrupting influence of big money in politics.

As such, we welcome the candidates to our state on one condition: that they pledge to stop big money on day one.

New Hampshire may not speak for the nation on every issue, but on this issue of systemic corruption, the vast majority of Americans are aligned – 96 percent, to be precise, according to a recent survey. Yet 91 percent doubt that meaningful reform is possible anytime soon.

We intend to prove them wrong – with their help.

We call on every citizen who is concerned about the state of our republic to join our N.H. Rebellion against big money in politics and walk with us – for a mile, a day, or all the way. Our future as a great nation is at stake.



Sample Press Release:

(similar guidelines apply to press releases/advisories as op-eds and LTEs, but you want to be more informative and have a more journalistic tone, and it usually includes quotes...this is a notification of an event)

Contact:

Name

email

phone

FOR IMMEDIATE RELEASE:

HUNDREDS MARCH THROUGH SNOW TO END POLITICAL CORRUPTION

*300-mile New Hampshire Rebellion March to Educate Public and
Presidential Candidates About Reforming Money in Politics*

Portsmouth, NH - On Sunday, January 18th, dozens of rugged "Granny D walkers" will set out from downtown Portsmouth to commence a four-day, 50-mile walk through the ice and snow to Concord, to join hundreds more of their ilk who have traversed the four corners of the state in order to raise awareness of the corrupting influence big money has in our political system.

From January 11 to 21, hundreds of reform-minded citizens will brave the elements and walk across New Hampshire in a frigid "New Hampshire Rebellion" against big money in politics. Walkers from across New Hampshire and across the country will start at Dixville Notch in the north, Nashua in the south, Keene in the west, and Portsmouth in the east. They will converge together at the State House in Concord on January 21st, the fifth anniversary of the infamous *Citizens United* Supreme Court decision, which opened the floodgates for outside political spending on both the left and the right, and allowed the existence of so-called "super PACs".

The Portsmouth route will kick off from South Church in Portsmouth at 8:00 am on January 18th, and District 21 State Senator Martha Fuller Clark, as well as her Republican opponent in the recent election Newmarket Town Councillor Phil Nazzaro will both speak at the Kickoff event in support of the cause.

The Portsmouth leg of the massive walk will traverse the towns of Portsmouth, Newington, Dover, Durham, Lee, Barrington, Nottingham, Northwood, Epsom, Chichester, Pembroke, and Concord.

Wearing orange vests and carrying "Rebellion" signs, the walkers will log between 8 and 20 miles per day through winter weather that is projected to stay below freezing for much of the



march. They are relying on local churches, volunteers, and non-profits for housing and food, and will hold an event free and open to the public every night.

On the evening of January 18, the walkers will gather at the Community Church of Durham to enjoy a community dinner and hear guest speaker UNH Campus Chaplain Larry Brickner-Wood as well as view the play *Granny D: The Power of One* by Dixie and John Tymitz.

There will be an MLK Day Celebration at the Northwood Congregational Church the following evening of January 19, which will include a potluck dinner, church service, speaking and music by Blues & Jazz musician TJ Wheeler, and a presentation of the play *Go, Granny D!* by Barbara Bates-Smith and Jeff Sebens.

A presentation by Hedrick Smith, author of *Who Stole The American Dream?* and an activist training session will be features at the evening event at Epsom Public Library in Epsom on January 20th.

Details about these local events can be found on the New Hampshire Rebellion website, at nhrebellion.org.

On January 21st, the marches will converge on the State House in Concord for a major rally declaring to the 2016 presidential candidates that New Hampshire voters are "Not for Sale." Plans for the day-long event in Concord include a wide range of presentations, interactive activities, education, a celebration of Granny D's birthday, and guest speakers--including Ben Cohen, founder of Ben and Jerry's Ice Cream, and Larry Lessig, Harvard Law professor and noted expert and author on the issue of money in politics.

"We are deeply concerned that elections are being bought and paid for by a handful of private interests looking out for themselves--not the American people," said Daniel Weeks, Executive Director of Open Democracy in Concord. "As the first-in-the-nation primary state, we are putting the presidential candidates on notice that NH voters are sick and tired of outside interests spending millions to influence our elections. We're walking across NH to demand the next president commit to reforming this corrupt system on day one."

"The growth of this movement in New Hampshire shows that people across the state from every political background are taking a stand to stop systemic corruption in politics," said Jeff McLean, Director of the NH Rebellion. "The demand on candidates to spend the majority of their time raising money from narrow interests increases polarization and leads to the dysfunction of Congress and its historically low level of public approval. It is time we take on this root issue."

Founded by scholar-activist Lawrence Lessig, the NH Rebellion march is inspired by the "rebellion clause" of the New Hampshire Constitution, which calls on citizens "to reform the

old or establish a new government" when laws serve a privileged few rather than "the common benefit, protection, and security of the whole community."

Professor Lessig and other marchers are seeking to continue the work of the late New Hampshire reformer Doris "Granny D" Haddock, whose historic cross-country walk for campaign finance reform at the age of 90 helped spark a citizens movement to pass the McCain-Feingold Bipartisan Campaign Reform Act of 2002.

"The New Hampshire Rebellion cuts across party lines to champion fundamental reforms that are needed to save our state and our country," added former Republican gubernatorial candidate Andrew Hemingway, a member of the NH Rebellion. "It is time for New Hampshire citizens to rise up with one voice and demand clean elections, ethical fundraising, and a reversal of what big money and partisan politics have wrought on our Democracy."

NH Rebellion is part of Open Democracy, the Concord-based nonpartisan reform organization founded by legendary NH hero Granny D. To learn more about the NH Rebellion, please visit: www.nhrebellion.org. To register for the walk please visit: walk.nhrebellion.org. To see details about the planned events, visit You can also follow us on Twitter @nhrebellion and on Facebook at: facebook.com/nhrebellion.