

Crossroads House Party Guide

Thanks again for being a host! By hosting a house party, you're taking action to educate folks in your community and help build the movement for Clean Not Extreme energy in California.

Our state is at a crossroads. Will we move toward 100% renewable energy, or continue on a path dependent on fossil fuels and toxic extreme extraction techniques? We have the power to move in the right direction, but not enough Californians are aware of the consequences of the choice. Crossroads House Parties are one way to get the word out and engage new people in our movement.



This guide will provide you with everything you need to know to run a successful party, step by step. If after reading it, you still can't find the answer to your question, check with the Rootskeeper organizer you've been working with, or you can email us at info@rootskeeper.org.

This guide is divided into three simple sections:

- Before your party
- During your party
- After your party

The whole process is straightforward, but reading through the guide carefully will help you avoid the most common pitfalls. We recommend printing out the guide, so you can have a copy on hand for your party.

Before your party

1. Invite friends and co-workers

The best way to invite folks is to **send them an invite email** and then **make a follow-up phone call**.

- To send the invite email, login to Rootskeeper - <https://rootskeeper.nationbuilder.com/login>. Then click on “Crossroads House Party” in the menu, and choose your event.
- Under your name, you’ll see a sample email that you can copy, paste into your preferred email client, and then customize.

You should also **call people to invite them to your party**. Think about other events in your life – would you normally organize a party without picking up the phone? Asking personally is the single best way to get folks to attend your event. So once you’ve sent out invite emails, a follow-up call will help ensure they received and understood the email. (And of course, it’s fine to just call someone to invite them even if you don’t have an email address for them.) This is a vital step in order to have good attendance at your event.

You can also tweet about your event, create a Facebook event, or use Evite to invite guests.

2. Participate in prep calls with the Rootskeeper Team

Before your party, we’ll help you get ready on a prep call. Make sure you’ve talked with your Rootskeeper organizer before the party. (If you don’t know how to contact your Rootskeeper organizer, you can email info@rootskeeper.org.)

3. Think through the party

As the party host, you should start planning for some of the issues that might come up. Here are a few examples to get you thinking:

Logistics:

- **When guests arrive:** Where will they park? Should you have a greeter at the door? Do you need to buzz them in? Is your address clearly marked and your house easy to find?
- **Snacks:** The better the snacks, the better the party. Consider purchasing ingredients from your local farmer’s market and pair your screening with a group potluck made up of dishes with local ingredients. Try to cut down on waste as much as possible.
- **Seating:** Do you have enough chairs for your guests?
- **Seeing/hearing the movie:** Will folks be able to see and hear the film?



4. Involve other people

Have specific roles for people to play, so you're not running the whole show by yourself! Everyone will enjoy the party more if you're not trying to do it all alone. Here are a few roles you might ask folks to take on

- **Set-up crew:** Get the house ready for guests to arrive.
- **Clean-up crew:** Help clean up afterwards.
- **Greeter:** Welcome people who come in late, and get them oriented.
- **Sign-In person:** One person can pass around the sign-in sheet and make sure everyone signs in.
- **Note-taker:** It's important for someone to take detailed notes during the film and next step discussions.
- **Tech team:** Help set up and manage any tech equipment you may have. (This person should be sure to arrive a bit early.)

5. Review this guide, especially the “at the party” program guide below

6. Remind your guests about the party

Your guests will expect to hear from you in the 24 hours leading up to the party. This is critical because it's by far the best way to help ensure that people show up, so that you can build a strong group.

It's best to send an email and then also make a reminder phone call, but if you're pressed for time you can do one or the other.

7. Final Preparations

Preparation is key. Make sure you're ready for your house party. Read all your materials, re-read this guide once more, and talk to your Rootskeeper organizer if you have any questions.

At your party

This section of the Guide will take you step by step through the Party Agenda. But first here are some quick **facilitation tips**:

- **Stick to your agenda.** Follow the agenda that you've laid out, and while you can always take questions, you shouldn't be shy about keeping the meeting moving.
- **Be positive and constructive.** Keep the tone upbeat – this is an exciting, fun, and participatory event.



1. Introduction / Welcoming people to the Party

- Even though some people may arrive late, we recommend starting the party within a few minutes of the time you said your party would begin. Make sure your potluck is laid out, and invite people to eat as they get settled!
- As people come in, encourage them to introduce themselves to someone they've never met (or make introductions yourself).
- When you're ready to officially begin, take a quick moment to let your guests know why you're hosting and what personally motivated you to get involved. Then ask everyone else to BRIEFLY introduce themselves. You may want to answer the following kinds of questions:
 - What brought them to the party?
 - What (if any) involvement have they had in the fight for Clean Not Extreme energy?
- Then, you may want to preview the agenda for your group, and go over what you hope to accomplish. (Make sure the agenda is either written up on a piece of butcher paper, or pass out printed copies.)

2. Watch the film

3. Discussion of film

After the film, turn up the lights and get the conversation going. Here are some questions to start you off.

- What did you think? What parts of the film did you find most compelling?
- Did you think the leaders in the film are inspirational? Why?
- Why do you think so many people are unaware of this issue? What are the hurdles in place that are preventing wider awareness about fracking? How can we increase awareness?
- Industry representatives are adamant that fracking and other forms of extreme extraction are safe processes despite the countless cases proving otherwise. If one of them was here tonight, what would you ask or say to them?
- How can you protect your local community, state or country from the adverse effects of unregulated fossil fuel extraction?
- How does fossil fuel extraction impact your area? What steps should be taken locally? Do you know where your water comes from?

4. Planning next steps

Now it's time to talk about how we can take action together. We'll plan how to spread the word about the dangers of fracking and extreme energy, and discuss any local organizing opportunities.

- **Spreading the word.** Right now, too many Californians don't know about the dangers of fracking and extreme energy. To stop them, and get us on track for 100% renewable energy, we need to talk to more people. There are two easy ways to do that:
 - **Host your own house party**
 - Let's all think for a minute about who we know that might be interested in learning more about this issue. Maybe our circle of friends. Maybe a club

- we belong to. What about hosting a house party just like this one, and inviting those folks to come join?
 - Take down the names of those who are interested and share them with info@rootskeeper.org.
 - Evergreen house party guide (coming soon)
- **Canvassing a local hot spot**
 - What are some places where progressive-minded folks tend to congregate? Places where a few of might go to pass out flyers and collect petition signatures? Farmer's Markets are often great locations. When and where do they happen in our community? What other places might work?
 - Take down the names of people who are interested in joining a canvass group.
 - Set a date and time when you'll plan to go together.
 - Evergreen canvass guide (coming soon)
- **Taking local action**
 - **Review local issues**
 - Look back at the notes from the movie discussion, and especially the last bullet about how extreme extraction impacts our local community.
 - **Make a plan**
 - What might we do to address these local impacts? What elected officials might we approach to take a stand on this issue?
 - Put together a series of next steps and ask for volunteers to bottom-line each one.

5. Close

- **Thank everyone for coming!** If there's time and you think people have the energy, you can ask folks to share one thing they're inspired about as they leave.
- Make sure that everyone has the date and place for the next event written down.
- Also, make sure you got everyone's contact information before they leave.



After the Party

1. Thank your attendees!

2. Send photos/videos from your event to info@rootskeeper.org

To send attendees an email, just log on to your host tool and send your thank you email from there. Please encourage folks to send in photos and video from the event.

3. Now is the time to celebrate!

You've thrown a successful house party, and helped kick off a local campaign to help win real energy reform. Thank you for all your great work!

Frequently Asked Questions about Fracking

California is threatened with an impending fracking boom. But what is fracking, really? And what risks does it pose to the Golden State? Why do we believe fracking is simply too risky to our water, air and climate?

What is fracking (Hydraulic Fracturing)?

Fracking is a process to release and extract oil or gas by blasting water, toxic chemicals, and sand at extreme pressure into deep underground rock.

Where is fracking happening in California?

Fracking has already taken place in several counties from the Sacramento Valley to Los Angeles County. Companies have targeted the Monterey Shale, a massive rock formation that stretches from the San Francisco Bay Area to Los Angeles County, as a prime place to frack for oil.

What's wrong with fracking?

Water Pollution

Fracking pollutes water by mixing millions of gallons of water with toxic chemicals. The process generates massive amounts of toxic wastewater that contains known and suspected carcinogens including benzene and toluene. Industry and independent studies show that about 5% of wells immediately fail after being fracked, enabling groundwater and soil contamination. A farmer in Kern County lost millions when his crops died as a result of contaminated groundwater from oil drilling. Fracking the Monterey Shale would use and abuse trillions of gallons of water at a time when we cannot afford to waste and contaminate more water.

Air Pollution

According to the U.S. Environmental Protection Agency, fracking wells emit volatile organic compounds, which contribute to smog formation and air toxics including benzene and hexane,

which can cause cancer and other serious health effects. Fracking also releases methane, a greenhouse gas (GHG) 20 times more potent than carbon dioxide, undermining California's existing goal to reduce GHG emissions. California's Central Valley and Los Angeles basin already have some of the worst air quality pollution in the nation and fracking would make it worse.

Earthquakes

Wastewater from fracking has been shown to cause earthquakes. The U.S. Geological Survey has documented a tripling of earthquakes greater than 3.0 in the Midwest due to wastewater wells from fracking. The Canadian government has documented similar findings in British Columbia. Much of the Monterey Shale lies directly above the San Andreas Fault, the major fault line that runs through the Bay Area and Los Angeles.

Why should fracking be banned? Why can't we just regulate it?

Fracking is inherently dangerous and cannot be done safely. Destroying our natural resources and compromising our health for only benefits the greed of the oil companies. Finally, burning that oil will have a devastating effect on our climate crisis, which is causing more disasters year after year.

Proposed regulations such as disclosure or advanced notification do not make fracking any safer. The mere disclosure of chemicals does not prevent them from poisoning our air and water. Governor Brown should ban fracking and accelerate our transition to a clean energy economy.

Does fracking create energy independence?

California has long been an oil extraction state and much of California's oil is exported. We can expect that more oil obtained through fracking would follow this trend as oil is sold on an international market. Fracking California for oil only serves to financially enrich the oil companies and leave Californians with the pollution.

Who is most impacted by fracking in California?

Air pollution in the Central Valley and ozone pollution in Los Angeles are both already the worst in the nation. Fracking will further overburden the African American and Latino communities who call these areas home and who are already far more likely to be hospitalized or die from asthma and other respiratory diseases than whites. Fracking pollution also poses a huge risk to water supplies in impoverished agricultural communities in the Central Valley where water pollution is already a serious problem.

And, the lack of public notice, meaningful opportunities for public participation and transparency in decisions about when, where and how fracking occurs in our state violate state and federal civil rights mandates and environmental justice policies.