

STUDENT ACTIVIST TRAINING



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California Common Cause

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TRAINING PROGRAM

- 9:30 am **Check In & Get Materials**
- 9:45 am **Welcome & Introductions**
When did you know you wanted to take action?
- 10:00 am **Who Is Common Cause?**
- 10:45 am **Break**
- 11:00 am **Activism Part I**
VAST vision, assessment, Strategies, Tactics, Power mapping.
- 12:00 pm **Working Lunch**
Follow the Money tools
- 1:00 pm **Activism Part II**
Steps to action & actions you can take.
- 2:00 pm **Break**
- 2:15 pm **Traditional & Social Media Training**
Mock interviews with the media.
- 3:15 pm **Advocacy Training**
Mock interviews with the legislators.
- 4:15 pm **Forming A Common Cause Campus Group**
Issues to work on such as tuition, money out of our democracy, environment, etc.
- 4:30 pm **Comments on Developing Volunteers and Leaders**
- 4:45 pm **Student Action Pledges**
- 5:00 pm **Training Concludes**



ABOUT COMMON CAUSE

Common Cause was founded in 1970 by John Gardner as a vehicle for citizens to make their voices heard in the political process and to hold their elected leaders accountable to the public interest. Today, Common Cause is one of the most active, effective, and respected nonprofit organizations working for political change in America. Common Cause strives to strengthen our democracy by empowering our members, supporters and the general public to take action on critical policy issues. Now with nearly 400,000 members and supporters and 36 state organizations, Common Cause remains committed to honest, open and accountable government, as well as encouraging citizen participation in democracy.

VISION STATEMENT

Common Cause is dedicated to restoring the core values of American democracy, reinventing an open, honest and accountable government that serves the public interest, and empowering ordinary people to make their voices heard in the political process.

MISSION STATEMENT

Common Cause is a nonpartisan, grassroots organization dedicated to restoring the core values of American democracy, reinventing an open, honest and accountable government that serves the public interest, and empowering ordinary people to make their voices heard in the political process. We believe that by banding together, citizens can make a difference. We throw a spotlight on issues that affect all citizens. We work to strengthen public participation and to ensure that the political process serves the public interest, rather than the special interests.

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COMMON CAUSE ACCOMPLISHMENTS & HIGHLIGHTS THE 1ST 46 YEARS

1971	Helps pass the 26th Amendment, giving 18-year-olds the right to vote.	2008	CC helps pass bill to create the first-ever independent ethics enforcement office in Congress. California CC leads a coalition to pass a redistricting ballot initiative that creates an independent citizens commission to draw legislative districts & put voters & communities first, Proposition 11.
1972	Successfully champions open government laws throughout the nation, requiring that the people's business be conducted in public. Colorado was the first state to pass such a law.		
1974	Helps lobby Congress to end funding for the Vietnam War; leads efforts to pass presidential public financing, contribution limits and disclosure requirements.		
1975	Helps pass Freedom of Information Act (FOIA).	2010	California CC placed Measure H on the Los Angeles ballot & passed it in a sweeping victory of 75% to 25%. The measure bans contract bidders from donating to city candidate campaigns while also strengthening Los Angeles' public financing system. Also, California CC kicked off a campaign to expose the two billionaire brothers, David & Charles Koch's, efforts to undermine transparency & accountability in politics. California CC won further reform in working on the Prop 20 campaign – expanding the Citizens' Redistricting Commission to include congressional redistricting in the November 2010 Election.
1978	Leads effort to pass the historic Ethics in Government Act of 1978, requiring financial disclosure for government officials and restricting the "revolving door" between business and government.		
1982	Works in coalition to pass extension of the Voting Rights Act.		
1987	Works with civil rights groups to successfully oppose the nomination of Robert Bork to the U.S. Supreme Court.	2011	California CC leads the successful effort to pass Online Voter Registration in California which was later implemented in the Fall of 2012. California's system went online a month before the voter registration deadline, and over 850,000 new voters used the system.
1988	Calls for the congressional ethics investigation of House Speaker James Wright (D-TX) that leads to his resignation.		
1989	Lobbies successfully for passage of the Ethics in Government Act, a sweeping reform bill that closed a loophole that allowed senior members of Congress to convert campaign funds to personal use upon retiring.		
1990	Works with civil rights groups to help pass the Americans with Disabilities Act.	2012	California CC supported Proposition 28, which implemented term limits reform in the June 2012 Primary. Also leads efforts to pass Election Day Registration. California CC also filed a legal complaint against Americans for Responsible Leadership & exposed the largest campaign money laundering scheme in state history.
1995	Calls for outside counsel to investigate House Speaker Newt Gingrich (R-GA), prompting an ethics investigation that ended in his resignation; lobbies for limits on gifts to members of Congress and for passage of the Lobby Reform Act.		
1999	CC New York successfully champions passage of a public finance system in New York City.		
2002	Leads successful multi-year campaign to enact the Bipartisan Campaign Reform Act, banning soft money in federal campaigns. CC North Carolina plays lead role to create a public financing system for judicial candidates for state Court of Appeals & Supreme Court.	2014	California CC passed the Ballot Initiative Transparency Act, the landmark piece of legislation which updated the state's 100 year old initiative process by giving voters more accessible information about who is behind each initiative, ensuring Voter Guides are easily understood, and allowing for legal flaws to be corrected in an initiative before it appears on the ballot.
2003	Leads coalition to raise public awareness about the FCC's efforts to deregulate media ownership. Campaign resulted in more than 2 million Americans contacting the FCC to complain about the rules change.		
2005	CC Connecticut successfully champions passage of the nation's first "clean elections" public financing law passed by a state legislature. In Washington, CC wins the fight against efforts to cut federal funding for the Corporation for Public Broadcasting.		
2007	Fights successfully for passage of the Honest Leadership & Open Government Act of 2007, the most sweeping ethics reform bill since Watergate.	2015	California CC was at the forefront of working to successfully expand our state's democracy to include more of the 6.6 million eligible Californians who are not registered to vote by passing AB 1461, the New Motor Voter Act. AB 1461 streamlines the voter registration process and enables the California Secretary of State to do additional outreach to register eligible voters.
		2016	California CC led the effort to pass SB 1107, which repealed the statewide ban on citizen-funded elections, and SB 1349, which will modernize Cal-Access, the state's online campaign finance system. California CC and a bi-partisan coalition of reform groups successfully campaigned to pass Proposition 54, the ballot measure requiring the Legislature to provide 72-hour notice before voting on any changes to bills. California CC, as part of a coalition of campaign finance reform groups, also successfully campaigned to pass Proposition 59, the measure calling on Congress to pass an amendment to the U.S. Constitution overturning <i>Citizens United</i> .

NOTES

COMMON CAUSE ISSUES AND CAMPAIGNS



PEOPLE.ACTION.DEMOCRACY.

CA Common Cause believes that the most fundamental right granted to our citizens is the right to vote and have that vote counted. While much has been done to improve voting rights in recent decades, especially in the Golden State, significant barriers remain. CA Common Cause works extensively to ensure that the principles of the federal Voting Rights Act (VRA) are enforced, voter registration and voting processes are made more accessible and secure, and that elections are improved.

REFORMS WE SUPPORT

RESTORING THE VRA Passed repeatedly since the 1960s, the Voting Rights Act (VRA) is a vital safeguard to the right to vote. Unfortunately in 2013, the Supreme Court said major portions of the law are unconstitutional and can't be enforced unless Congress rewrites them. Common Cause is working to restore the law and block new barriers to registration and voting BEFORE they take effect. We're also fighting state-by-state against voter ID requirements that effectively deny voting rights to students, minorities, the elderly and the disabled. Learn more at: commoncause.org/votingrights.

NEW MOTOR VOTER California Common Cause was at the forefront of working to successfully pass AB 1461, the New Motor Voter Act. AB 1461, passed in 2015, streamlines the voter registration process and enables the California Secretary of State to do additional outreach to register eligible voters. Now California joins Oregon in becoming one of the first states in the nation to implement an automated, new, and improved Motor Voter Program. Reducing barriers to voter registration is one of the clearest policy changes that can be made to increase voter turnout. That's why Common Cause supports expanding this program to states across the U.S. View answers to frequently asked questions about California's Motor Voter program here: bit.ly/CAmotorvoter.

VOTE CENTERS AND VOTE-BY-MAIL (VBM) California will soon start rolling out full-service vote centers across the state, thanks to SB 450, signed into law by Gov. Brown in 2016. Initially, 14 counties will establish vote center services as early as 2018, with full implementation by 2020. Already in place in Colorado, vote centers serve as full-service voting locations where any voter from the county can register to vote, update their registration, and actually vote in the 8 to 15 days leading up to Election Day. Common Cause believes vote centers will modernize elections in California and improve the voting experience. Vote centers will expand early voting and vote-by-mail options, and help to reduce instances of provisional voting. Currently, California voters who wish to vote-by-mail must submit a written request for a ballot no later than 7 days prior to Election Day. Under the new vote center model, participating counties will automatically mail ballots to all voters. Automatic VBM elections can increase turnout by 4 to 5% in general elections and significantly more in local or off-year elections.

ELECTION DAY REGISTRATION (EDR) Election Day Registration would allow eligible citizens to register and vote up to or on Election Day. Thirteen states plus the District of Columbia currently have a form of EDR. In 2012, California enacted laws to implement EDR but it has not yet been implemented. States with EDR have historically had turnout rates 10 to 12 percent higher than non-EDR states. In addition, EDR has the potential to broaden the diversity of the electorate.

ONLINE VOTER REGISTRATION (OVR) As of June 14, 2016, a total of 31 states plus the District of Columbia offer online registration, and another seven states have passed legislation to create online voter registration systems, but have not yet implemented them. California's system went online a month before the 2012 voter registration deadline, and over 850,000 new voters used the new system. Early studies have concluded California's Online Voter Registration was a factor in the dramatic increase in turnout among young people and minority groups. Paperless voter registration is cost-effective and saves states millions of dollars each year.

CURRENT CAMPAIGNS

VOTING RIGHTS AND ELECTION REFORM

RESTORE THE VOTING RIGHTS ACT

When the Supreme Court gutted the VRA in 2013, we lost a powerful tool to end discrimination at polling places. States and localities across the country are now enacting and implementing practices that work to discourage or prevent voting by low-income citizens, communities of color, young people, and the elderly.



RESTORE
the Voting
Rights Act

The good news is that **Congress can act today to protect every American's right to vote** -- and ensure that the backbone of our Constitution remains fair, free, and accessible to all.

Help us move forward today to end the bad practices, and uphold our American values of opportunity for all.

Take Action. Sign your name and tell Congress to fix and restore the Voting Rights Act: bit.ly/RestoreVRAnow

NOTES

MORE REFORMS? Voter protection, national popular vote, and more! Go to www.commoncause.org/elections for more information on Common Cause Voting Rights.

COMMON CAUSE ISSUES

VOTING RIGHTS AND ELECTION REFORM CONT.

CONTEXT

CA Common Cause believes that the most fundamental right granted to our citizens is the right to vote and have that vote counted. While much has been done to improve voting rights in recent decades, especially in the Golden State, significant barriers remain. CA Common Cause works extensively to ensure that the principles of the federal Voting Rights Act (VRA) are enforced, voter registration and voting processes are made more accessible and secure, and that elections are improved.

REFORMS WE SUPPORT

REDISTRICTING The California State Legislature used to draw new district lines for Congress and California Senate, Assembly and Board of Equalization. In the past, the Legislature held hearings to receive public input, but then went behind closed doors to draw the real lines. The end result was maps of gerrymandered districts for incumbents that protected them from any competition, that were comprised of the voters and donors they cherry picked. In 2008, Proposition 11—known as the Voters First Act—created a 14-member California Citizens Redistricting Commission (CRC). The CRC consists of 5 Democrats, 5 Republicans, and 4 Independents to draw Senate, Assembly, and Board of Equalization districts in 2011. In 2010, Proposition 20 expanded the role of the Citizens Redistricting Commission to also draw Congressional lines. The 14 commissioners are chosen to reflect our state's ethnic, gender, and demographic diversity.



In other states, most CA counties, and most CA cities, incumbents still draw their own district lines. Common Cause supports efforts at the local level and in other states to create local independent citizens redistricting commissions to draw the district lines, and to implement other reforms that ensure transparency and meaningful public participation in the process. Stay up-to-date on our efforts to end gerrymandering online at: commoncause.org/redistricting.

ELECTION CONSOLIDATION Many factors contribute to a lack of public engagement in local elections - lack of interest, timing, and other barriers. In some localities, elections are not held in the same year or on a similar cycle as national and state elections, oftentimes leading to voter confusion and voter fatigue. Synchronizing election dates with federal and state elections can substantially increase voter turnout. In fact, on-cycle city elections in California are on average 36 percent higher than off-cycle elections. In 2015, Common Cause celebrated the passage of SB 415, which will require California cities that hold consistently low turnout, odd year elections to instead hold their elections with the much higher turnout even year state elections. Visit our website at commoncause.org/electionconsolidation for more information.

INSTANT RUN-OFF VOTING (IRV) A way of electing a single winner among a field of three or more candidates. Instead of electing people through a Primary and General Election, voters rank their top three choices and a winner is picked in one election. IRV encourages positive issue-based campaigns. Negative campaigning is significantly reduced because candidates will know that they have to earn the second and third choice votes from voters in order to be elected. IRV saves money because a winner is chosen with only one election. IRV ensures that candidates win with a majority of voter support.

CURRENT CAMPAIGNS

VOTING RIGHTS AND ELECTION REFORM CONT.

NATIONAL REDISTRICTING REFORM

In *Gill v. Whitford*, the U.S. Supreme Court has the opportunity to issue a permanent ban on partisan gerrymandering. Common Cause is organizing amicus briefs in support of this effort. We also filed a lawsuit challenging North Carolina's congressional map that will likely make its way to the Supreme Court. In addition to

litigation, Common Cause supports the Redistricting Reform Act, a bill in Congress that would mandate the use of independent citizen commissions to draw congressional districts instead of letting self-interested legislators manipulate maps for political advantage. California voters created such a commission to draw congressional, state legislative, and Board of Equalization districts, so it's time for the rest of the nation to follow our example. Learn more at <http://www.restoringvoterchoice.org/>.

Take Action. Join the momentum! Sign our petition to support a bill in Congress that would bring the California model of citizen-driven redistricting to every state in America: commoncause.org/EndGerrymandering



NOTES

MORE ON REDISTRICTING? Visit commoncause.org/redistricting or www.wedrawthelines.ca.gov, the official website of the State Commission.

COMMON CAUSE ISSUES

MONEY IN POLITICS

CONTEXT

The dominating influence of wealthy special interests in the funding of campaigns has eroded public trust in our political system and discouraged political participation. In a political system that gives big donors undue access to lawmakers and influence on legislation, **everyday people's voices are not being heard**. After the landmark January 2010 Supreme Court decision, *Citizens United v. FEC*, this has worsened. Now corporations and unions can spend unlimited amounts of money on political campaigns. In 2014, the majority on the Roberts Court continued its path toward a government of, by, and for big money with its decision in *McCutcheon v. FEC*. CA Common Cause is working for campaign finance reforms that will return government back to the people by reducing the influence of wealthy special interests.

REFORMS WE SUPPORT

OVERTURNING *CITIZENS UNITED* In 2010, the Supreme Court overturned the previous ban on corporate spending for political expenditures in *Citizens United v. Federal Elections Commission*. This holding argued that campaign spending is equal to free speech, giving corporations and unions the same rights as American citizens. All across the nation, there is a movement to pass a constitutional amendment to overturn *Citizens United*. Many states and cities have already passed resolutions and put measures on the ballot calling on Congress to take action. In 2016, California became the largest state calling for *Citizens United* to be overturned. California voters approved Proposition 59, the Overturn Citizens United Act, by a margin of 52%, becoming the fourth state to pass a statewide ballot measure calling for a constitutional amendment. Learn more at commoncause.org/OverturnCitizensUnited.

PUBLIC FINANCING Public financing of campaigns can take many forms but aims to accomplish two primary goals: 1) Candidates should be able to campaign without the cloud of corruption that comes from over-dependence on money from outside interests and 2) Grassroots candidates with strong community ties should be able to run competitive campaigns, even if they do not have personal wealth or access to major donors. Until last year, state law prohibited most California jurisdictions from implementing this promising reform. In August 2016, Gov. Jerry Brown signed into law SB 1107, removing California's ban on voluntary public campaign financing programs and giving the state and all local governments the flexibility to pursue this campaign finance option, with basic protections for fairness and accountability. Learn more at commoncause.org/RemoveTheBan.



CAMPAIGN DISCLOSURE We're working to require all parties, candidates, and independent expenditure committees to report contributions from every individual, organization, corporation, or union. Known as disclosure, this allows voters to make more informed decisions. When you know who is spending money on political advertisements and on candidates, you have better information about who influences politicians' decisions. Soon, it will be even easier to follow the money. Last year, Gov. Brown signed SB 1349, which will increase transparency by upgrading CA's online campaign finance disclosure website, Cal-Access. Cal-Access will become more user-friendly, increasing voters' access to important information they need when casting a vote. SB 1349 won bipartisan support, as well as the support of an atypical coalition of labor, business, social justice, and good government groups who came together to find areas of common ground. Learn more at ca.commoncause.org/CalAccess.

SUPPORT OUR CAMPAIGN FINANCE REFORMS

Common Cause has been pushing major reforms that would help reduce the influence of money in California's politics and help voters make informed decisions. You can take action now by urging Gov. Jerry Brown and CA's legislative leadership to pass our package of campaign finance and disclosure reform bills:

- Assembly Bill 249 (Mullin): Changes current law to require independent expenditure committees to disclose top three major donors on campaign ads.

Take Action. Sign the petition from our friends at CA Clean Money to demand the CA Legislature pass AB 249 now: <https://www.yesfairelections.org/petition/ab700.php?ms=caclean-menu>

- Contribution Limits: Campaign contribution limits help to ensure that candidates are not overly reliant on a few wealthy donors to finance their campaigns. In California, the state Political Reform Act sets contribution limits to candidates running for state office. However, cities, counties and districts can adopt their own contribution limits. Many jurisdictions, but far from a majority, have done so. California is one of only four states to have adopted state contribution limits but *no* local contribution limits.

Learn More. Go to <http://www.commoncause.org/states/california/research-and-reports/local-campaign-contribution-limits.pdf> for an overview on contribution limits in California.

Volunteer. Email Helen Grieco, Northern CA Organizer at HGrieco@commoncause.org, or Sylvia Moore, Southern CA Organizer, at SMoore@commoncause.org to be part of our dedicated team of volunteers!



WANT UP TO DATE INFORMATION ON OUR CAMPAIGNS? Refer to our Money in Politics Page on our website: commoncause.org/moneyinpolitics.

The growing influence of money in politics continues to corrupt governance and erode public confidence in our elected officials. In order to fight back against special interests' influence and dark money forces, numerous organizations have developed tools that are freely available to concerned citizens, journalists, and watchdogs to shine a light on these activities. The organizations and tools listed below are the most widely used resources available to the public. Student activists are encouraged to use these tools to find how campaign contributions and gifts influence public decisions.

RESOURCES

California & Other States



MapLight is a nonpartisan research organization that reveals money's influence on politics in the U.S. Congress and in the California Legislature. They provide journalists and citizens with transparency tools that connect data on campaign contributions, politicians, legislative votes, industries,

companies, and more to show patterns of influence never before possible to see. Visit their website at *MapLight.org*.

The National Institute on Money in State Politics is the only nonpartisan, nonprofit organization revealing the influence of campaign money on state-level elections and public policy in all 50 states. Their comprehensive and verifiable campaign finance database and relevant issue analyses are available for free through their website: *FollowTheMoney.org*.



The State of California has its own resources to provide information to voters about money in politics. The **California Secretary of State (SoS)** administers provisions of California's Political Reform Act, including the law's most fundamental purpose of ensuring that "receipts and expenditures in

election campaigns should be fully and truthfully disclosed in order that the voters may be fully informed and the activities of lobbyists should be regulated and their finances disclosed..." Cal-Access is the SoS's campaign finance disclosure web site which provides financial information supplied by state candidates, donors, lobbyists, and others. Visit Cal-Access at *Cal-Access.ss.ca.gov*.



California's **Fair Political Practices Commission** also tracks conflicts of interest and gifts from special interest. Their website can be found here: *www.fppc.ca.gov*.



How should power be allocated between a city's legislative and executive branches? Which positions in City Hall should be elected, and which filled by professional staff? What election method should be used to best represent voters' preferences? Should cities regulate city campaigns to prevent corruption or undue influence by special interests? **California Common Cause's** 2016 Municipal Democracy Index (MDI) collects in one place every California city's answer to these and other important questions of municipal democracy. Learn more at <http://www.commoncause.org/states/california/research-and-reports/california-municipal.pdf>

National

The Center for Responsive Politics is the nation's premier research group tracking money in U.S. politics and its effect on elections and public policy. Nonpartisan, independent and nonprofit, the organization aims to create a more educated voter, an involved citizenry and a more transparent and responsive government. Find more information at www.OpenSecrets.org.



The Sunlight Foundation is a nonprofit, nonpartisan organization that uses the power of the Internet to catalyze greater government openness and transparency, and provides new tools and resources for media and citizens, alike. Visit their website at SunlightFoundation.com.

Congress created the **Federal Election Commission (FEC)** to administer and enforce the Federal Election Campaign Act (FECA) - the statute that governs the financing of federal elections. The duties of the FEC, which is an independent regulatory agency, are to disclose campaign finance information, to enforce the provisions of the law such as the limits and prohibitions on contributions, and to oversee the public funding of Presidential elections. For more information visit www.fec.gov.



WANT MORE INFORMATION ON MONEY IN POLITICS? Check out our website. Visit commoncause.org/moneyinpolitics.

COMMON CAUSE ISSUES

CONTEXT

American history is full of examples of corruption, human rights abuses, and social injustice when government operates in secrecy – from Watergate to water boarding. Common Cause believes that government should be transparent and open to allow citizens to understand, scrutinize, and hold government accountable. From meetings, to government documents, to tax records, our officials should make government accessible to the public.

OPEN & ETHICAL GOVERNMENT

REFORMS WE SUPPORT

ETHICS COMMISSIONS Common Cause is dedicated to open and accountable government, and that is why we support ethics commissions. Ethics commissions serve as a critical nonpartisan body to help curb abuses in government and serve as an advisory resource for elected officials and public employees. The state of California's ethics commission is known as the Fair Political Practices Commission. But because oversight is important at all levels of government, we support bolstering existing municipal independent ethics commissions, and introducing local independent ethics commissions in cities and counties where there are currently none. For example, we successfully worked to establish commissions in Sacramento, Los Angeles County and Orange County. In addition, California Common Cause also monitors and supports any revisions to existing ethics commissions operations and activities.



GIFTS, INFLUENCE, AND POWER When Californians adopted the Political Reform Act (1974) and created the Fair Political Practices Commission it was heralded as a major achievement to campaign finance and ethics reform. Since then, the regulated community -- interest groups, elected officials, political parties, and lobbying entities -- have developed new workarounds to take advantage of loopholes. Despite broad support among voters and no public opposition, legislative attempts at strengthening California's political ethics laws have not gained traction. Recent legislative proposals have also taken too narrow an approach to a broad and systemic problem facing public trust. California Common Cause has released reports that draw attention to the widespread practice of accepting expensive and highly influential gifts and behested payments from interest groups conducting business before an elected official. The reports conclude with comprehensive recommendations that the Legislature and the FPPC should enact in order to earn back the trust of voters and return dignity back to the California government. **Download the reports at commoncause.org/giftreports.**

THE FOLLOWING CALIFORNIA LAWS HELP TO CREATE A MORE ACCOUNTABLE, OPEN, AND TRANSPARENT GOVERNMENT IN THE GOLDEN STATE:

- **THE CALIFORNIA POLITICAL REFORM ACT** This is a comprehensive series of laws governing campaign finance, conflicts disclosure, lobbyists and gifts. It created the Fair Political Practices Commission to implement and enforce the law. It sets contribution limits, reporting and disclosure requirements for candidates, elected and appointed officials, and gift rules.
- **THE CALIFORNIA PUBLIC RECORDS ACT** This establishes the right of every person to inspect and obtain copies of state and local government documents. The act requires state and local agencies to establish written guidelines for public access to documents and to post these guidelines at their offices.
- **THE RALPH M. BROWN ACT** This act governs meetings of legislative bodies of local agencies. The act requires local legislative bodies to provide public notice of agenda items and to hold meetings in an open forum. It also gives members of the public the right to speak at the meetings of legislative bodies.
- **THE BAGLEY-KEEN OPEN MEETING ACT** This requires that meetings of state bodies be conducted openly and that documents related to a subject of discussion at a public meeting be made available for inspection.

THE AMERICAN LEGISLATIVE EXCHANGE COUNCIL (ALEC)

ALEC is a lobbying group that brings together corporate lobbyists and politicians to vote on “model bills” behind closed doors as equals, without any public input, that often benefit the corporations’ bottom line. These model bills are then introduced in state legislatures across the country. ALEC and ALEC corporations often pay for legislators’ travel expenses to go to ALEC conferences, but when ALEC or the corporations are not paying for these so-called “scholarships,” the expense is often passed on to the taxpayers. ALEC currently lobbies on a number of different issues, including tax and budget, climate change and the environment, workers’ rights and collective bargaining, healthcare, telecommunications policy, and education. Help blow the whistle on ALEC by taking action below!

Take Action.

Demand that the IRS immediately investigate ALEC’s operations and hold ALEC and its corporate funders accountable: commoncause.org/bustALEC.

You can also host a film screening of *The United States of ALEC* on campus. Visit: theunitedstatesofalec.org to get a copy of the film or talk to your local CA Common Cause Organizer.

NOTES

MORE ON REFORMS? Visit Common Cause’s page on Ethics in Government
www.commoncause.org/ethics.

CONTEXT

A free and open media is essential to a healthy democracy. Recognizing the power of the media to influence political and public discourse, the role of media in our democracy is at the core of California Common Cause's mission.

We're devoted to ensuring access to impartial information. We work to verify that the media is meeting their obligations to serve the public by promoting diversity, accessibility, and accountability among media corporations and the government agencies that regulate them. Last but not least, we advocate for a free, open, and accessible Internet for all.

REFORMS WE SUPPORT

THE OPEN INTERNET The free flow of information and the exchange of ideas and information are essential to any democracy, and in the past decade the Internet has become essential to citizen dialog. The Open Internet (or "net neutrality") is the principle of online fairness. It enables users to access the services they want – and to express themselves online – without interference from Internet Service Providers (ISP). This year, Federal



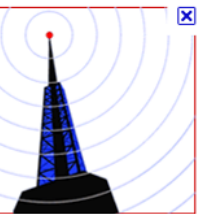
Communications Commission (FCC) Chairman Ajit Pai announced plans to reverse rules put in place in 2016 that prohibits the creation of fast and slow lanes for access to certain Internet content. The change means deep-pocketed service providers would once again be able to afford priority services, while consigning nonprofit, independent, and dissenting voices to the "slow" lane. These Open Internet rules are the strongest protections ever, and Common Cause is fighting back to keep them in place. We must ensure that big cable and telecom companies cannot act as gatekeepers, blocking access, or establishing fast and slow lanes for the flow of information. Now, more than ever, the Open Internet is vital to our democracy!

FIGHT MEDIA CONSOLIDATION AND DEREGULATION Corporations are buying up media outlets and consolidating them into large conglomerates due to the deregulation of ownership rules. Deregulation in the media industry is responsible for these large mergers, loss of local news and coverage, redlining and loss of labor protections for broadcast employees. We work to stop this media consolidation so that citizens can receive local and diverse news coverage.

In 2015, California Common Cause fought against the proposed Comcast and Time Warner Cable merger, which would have consolidated considerable gatekeeper authority in the hands of one company, and permanently harmed the competitive market place for ideas. We stood at the forefront of the movement opposing the merger, leading a broad coalition that urged the Federal Communications Commission and the California Public Utilities Commission to reject the proposal. In April 2015, Comcast withdrew its plan to merge with Time Warner, handing a victory to consumers across the country. Unfortunately, now wireless giant AT&T has moved to gobble up entertainment monolith Time Warner to create a media monopolist unlike any we've ever seen. We must fight back to stop this awful proposal!

Learn more the perils of media monopolization and media mergers at: <http://www.commoncause.org/issues/media-and-democracy/media-monopolization/>.

Concerned that our
democracy is not well
served by today's media?



CURRENT CAMPAIGNS

MEDIA REFORM

SPEAK OUT FOR NET NEUTRALITY

In 2014, the Federal Communications Commission announced its plan to create fast and slow lanes for access to certain Internet content. When Common Cause fought back, and millions of citizens like you came out in support, the FCC and then-President Obama ultimately sided with us on maintaining an Open Internet.

This activism led to the strongest Open Internet protections ever, creating rules reclassifying broadband service and preserving net neutrality. However, under the current administration of President Trump, the FCC has reversed course and announced a new plan to gut these protections. We can't let Big Cable, Big Telecom and their lobbyists get their way and undo this monumental win.

Take Action.

Tell the FCC and Congress — Open Internet protections must stand! Sign our petition at <http://act.commoncause.org/netneutrality>

MEDIA REFORM CONFERENCES

Volunteer and help plan our annual media reform conferences! Our conferences bring together activists who want to promote greater diversity in the media, fight against proposed media mergers, and increase access to information for all. Contact our organizers to get involved: Sylvia Moore in the South (smoore@commoncause.org) and Helen Grieco in the North (hgrieco@commoncause.org).

NOTES

WANT TO LEARN MORE ABOUT MEDIA REFORM? Visit our website at commoncause.org/mediaanddemocracy.

HOLDING POWER ACCOUNTABLE

CONTEXT

Common Cause works to hold power accountable on the federal, state and local level. Through a powerful combination of grassroots organizing, coalition building, policy development, research, public education, lobbying and litigation, we shed light on issues that affect all Americans. From ethics and transparency, to campaign finance reform, here are some highlights of the work we have done this year:

FEDERAL: *State of the Swamp* During Donald Trump's presidential campaign, he promised to implement policy that would "drain the swamp," or, in other words, clean up lobbying abuses in Washington. Instead, now-President Trump has presided over the most corrupt first hundred days in the history of the American presidency. In the comprehensive report, *State of the Swamp*, Common Cause has compiled and analyzed examples of the Trump administration's numerous conflicts of interest. These conflicts involve not only the president and his business holdings, but members of his family, cabinet members and executive branch staff. Common Cause stands with the American people in fighting to revive the trend toward more open government by advocating for presidential ethics and transparency reforms. Read the report at <https://stateoftheswamp.com/>

STATE: *Proposition 54* For years, special interests in the state Capitol routinely made last-minute changes to legislation to push through political favors without public comment or discussion. California Common Cause, as part of a bipartisan coalition of good government groups, business interests and civil rights groups, successfully campaigned on behalf of Proposition 54, a measure that restored transparency to the state lawmaking process. Prop. 54—which was approved by 64.3% of California voters—amended the state Constitution to require all bills be posted in print and online for at least 72 hours before a floor vote; require all legislative meetings open to the public be audiovisual recorded and posted online; and allow individuals to create and share recordings of legislative meetings. Learn more at <http://www.holdpoliticiansaccountable.org/>

LOCAL: *Measure X1* On Nov. 8, 2016, 63.1% of Berkeley voters approved Measure X1, the Fair Elections Act, empowering small donors in local elections. In Berkeley, seven out of eight of the last council elections went to the candidate who raised the most money, as did the last mayor's race. The Fair Elections Act will now open up local elections in Berkeley to more kinds of candidates, not just limit the ability to run for public office to those who are either wealthy or have connections to wealth. Local candidates who choose to participate in and qualify for the Fair Elections program will receive \$6 in public funds for every \$1 raised in small contributions from Berkeley residents. Fair Elections candidates may only accept contributions of \$50 or less and may not spend more than \$50 of their personal funds on their campaign. Learn more at <http://www.commoncause.org/states/california/issues/money-in-politics/public-financing-of-campaigns/berkeley/berkeley-fair-elections.html>.

Turnout for what? We need help institutionalizing voter registration, specifically online voter registration, on as many campuses as possible. You can support this work by partnering with your school administrators, office of student residential life, and campus officials to get the online voter registration tool better integrated on your campuses' websites, within your online class registration system, and in your campus' dorms. Join students from across the state in efforts to work with student government and campus housing officials to incorporate voter registration and outreach into on-campus housing move-in dates. See below for a sample memorandum of understanding from UCSD for ideas and logistics you should consider when launching a voter registration and get-out-the-vote effort.

STUDENT ORGANIZED VOTER ACCESS COMMITTEE MEMORANDUM OF UNDERSTANDING

SOVAC & UCSD Residential Life, 2012 - 2013

1. Introduction

The Residential Life Deans join the Associated Students of UCSD in supporting the values of Scholarship, Leadership, and Citizenship. Toward that end, both parties will do everything in their power to ensure that students are provided the opportunity and means to register to vote. Thus, the following structure has been created so that the Student Organized Voter Access Committee (SOVAC) will, as the voter registration arm of A.S. Council, can resolve to achieve the aforementioned aims. The Residential Life Deans will support SOVAC's efforts, while setting specific conditions under which voter registration takes place in order to coordinate with Residential Life's policies. Each summer, contact will be made between SOVAC and the Residential Life Deans to confirm the following year's agreement, as well as to update contact names, roles, and logistics. In addition to the conditions and stipulations explained in this MOU, SOVAC may request more frequent access to various parts of campus if there is a special event (i.e. U.S. primary elections, special elections, etc).

2. Voter Registration Efforts

Early Move-In and Move-In Weekend, Integration and Access: SOVAC will organize volunteers and provide each Residential Life Dean with a list of volunteers present for each day of move-in. Residential Life will provide SOVAC with a table for each location and work with volunteers to integrate voter registration with the move-in process. For example, the SOVAC table may be the first table students are required to visit before proceeding to provide their information to administrators. SOVAC strongly recommends the voter registration table be integrated with the other tables providing necessary move-in information for students. SOVAC may host a floor/house party so that the RA with the most voter registrations (by percentage of the floor/house occupancy) will win a pizza party for the entire floor/house. (September)

Welcome Week Opportunity: Residential Life Deans may also request voter registration services during welcome week activities such as the ERC Opportunities Fair. SOVAC will request a similar format to the Early Move-In and Move-In Weekend campaign.

Materials: SOVAC will provide an assortment of material to pass out during the Early Move-In and Move-In Weekend campaign. If a competition is organized between the colleges (including The Village), SOVAC may include a "temperature" gauge to keep track of how many students register to vote. SOVAC Volunteers may also hand out programming flyers, pamphlets, and snacks and beverages.

Collection Boxes (Discretionary): SOVAC will place a voter registration collection box at each Residential Life Office or student activity center. State and federal law state that voter registration forms must be delivered to the registrar office within three days of the date signed, so each day, a SOVAC representative will collect the forms in the collection boxes and turn them into the County Registrar Office. The SOVAC Executive Director will provide a list of the SOVAC representatives who will pick up the forms. (Collection Box will be placed on campus immediately with Residential Life authorization)

Mandatory RA Meetings (Conditional): This voter registration campaign is conditional on the total percentage of students registered to vote. If 75% of students living on campus are registered to vote, SOVAC will not engage in this campaign after Move-In Week. If the college campus fails to reach the 75% threshold, SOVAC will make an inquiry with respect to working with the RA staff during the first mandatory RA meeting. SOVAC board members will meet with the RAs and discuss procedure in regards to their first meeting with residents and move-in weekend. To determine the date, time, and location of each RA meeting with his or her corresponding building/floor, we will direct an inquiry towards the Res-Life Dean. The Res-Life Dean will provide SOVAC with the name of the respective RA, contact information, the number of residents, and basic logistics; this information will help SOVAC organize volunteers to attend meetings. SOVAC asks for 10 minutes at the very end of the RA meetings with residents in order to pass out voter registration forms. (September)

Materials: SOVAC will provide an assortment of material to pass out during the Early Move-In and Move-In Weekend campaign. If a competition is organized between the colleges (including The Village), SOVAC may include a “temperature” gauge to keep track of how many students register to vote. SOVAC Volunteers may also hand out programming flyers, pamphlets, and snacks and beverages.

Residence Hall Registration (Res-Hall Reg): Residential Hall Registration is the cornerstone of SOVAC’s voter registration efforts for the 2012-13 academic year. SOVAC will use archived registration information from the previous year, as well as up-to-date residential hall occupancy information from the Residence Life office, to conduct a streamlined and unobtrusive one-on-one voter registration campaign. This campaign will allow SOVAC to reach out to individuals who might not otherwise have access to adequate voter registration materials, and ensure that registration can occur in a comfortable, familiar environment, where the student is also more likely to have access to the information required to register successfully. The Residential Deans and SOVAC will agree upon the procedure for the Residential Hall Registration, which is included with this MOU. This service will be in conjunction with the move-in weekend drive. (September)

Residence Hall Registration (Res-Hall Reg) Pilot Program: SOVAC will conduct a smaller version of the Res-Hall Reg program prior to the voter registration deadline for the upcoming General Election. This is for the purpose of preparing administration and students for the upcoming General Election in November. (TBD)

Debrief and Re-evaluation: After the initial voter registration drive is completed, SOVAC will meet with each Residential-Life Dean to discuss any concerns that may have arisen. These issues may result in an immediate change to the MOU for the following year. (TBD at discretion of Residential Life)

3. Training and Preparation

Volunteer Logistical Overview: SOVAC will provide training to all personnel involved in the facilitation of voter registration activities. This training will include a logistical overview of all activities, as well as training for proper interaction with potential voters as determined by the Secretary of State. SOVAC may will provide training to all administrators and residential advisers overseeing move-in weekend. SOVAC will attend the all-campus training at the Village to briefly describe procedure and end goals for the 2012-13 Move-In Week campaign. (TBD)

Volunteer Non-Partisanship: SOVAC will require all volunteers to remain non-partisan when conversing with students. The activity or program shall not be influenced by, affiliated with, or supportive of the interest or policies of any political party, candidate, or ballot initiative, whether it be local, state, national, UC systemwide, or campuswide. This effort includes not wearing clothing or displaying buttons, stickers, fliers, posters, bumper stickers, or any other partisan literature or political messaging implicit or explicit, displaying names of candidates, political parties, ballot propositions, or initiatives. If a volunteer violates the terms and conditions set by the Secretary of State or Residential Life, deans of Residential Life have complete authority to investigate the incident and remove that individual from the voter registration service. SOVAC requires all volunteers to agree to the terms and conditions laid out by the Secretary of State and Residential Life in regards to voter registration activities on campus.

4.Origins of Agreement

This MOU was originally created in Spring of 2012 by the following individuals: [names of tudents].

5. Signatures of the Agreement:

Residential Life Dean

Date

[student organizer]

Date

STUDENT ACTIVIST TOOLKIT



PEOPLE.ACTION.DEMOCRACY.

NOTES

TENETS OF ACTIVISM AND ADVOCACY

9 steps to planning, executing, and winning an issue-based campaign!

Issue Campaign vs. Electoral Campaigns

Issue: An organized effort to educate the general public or elected officials on an issue and to mobilize them to support your position. (i.e. legislation, initiatives, awareness campaign, etc)

Electoral: A campaign to elect a candidate for public office. (i.e. Governor, Senator, Assembly Member, etc)

PLANNING

VAST framework

1. Vision
2. Assessment
3. Strategy
4. Tactics

EXECUTING

5. Direct Action
6. Communications
7. People Power: Leadership, Volunteers, & Coalitions
8. Lobbying

WINNING

9. DEBRIEF! CELEBRATE! NEXT STEPS!

PLANNING AN ISSUE CAMPAIGN

A successful campaign plan has four components:

1. **Vision:** Clearly defined goals.
2. **Assessment:** A strong understanding of external forces and limitations.
3. **Strategy:** A winning strategy.
4. **Tactics:** Tactics to support your strategy.

VISION

Every campaign needs a goal - A strong vision of what you want to achieve.

Your goal is the thing you want X person to do on Y timeline. It's a solution to a problem you see in the world. **It's best to be as specific as possible when thinking through your goal.** Goals can be short-term and long-term, but no matter what you'll want your goal to be visible and to build power in the long-term.

When selecting your goal (i.e. the issue campaign you want to run), you want to make sure it fits the following criteria:

- Improves people's lives.
- Is specific and measurable.
- Is winnable.
- Is inspirational.

ASSESSMENT

Taking time to analyze the lay of the land.

In order to effect social change and accomplish your goal, **an advocate needs to be aware of the political and social power structures at play.** Once you figure out your goal you should start to analyze the lay of the land. You'll want to have a strong understanding of the following:

- Targets.
- Stakeholders: allies and opponents.
- Resources and capacity.
- External factors and limitations.
- Political opportunities and threats.
- General areas of strength and weakness.

Power-mapping is key. Power-mapping is the process of figuring out who we need to move in order to win. The "who" part can come in different forms:

- An individual – governor, speaker, agency head, university dean, etc.
- A group – Congress, City Council, a government agency, a company, etc.

To select your target consider:

- Who has the power to make the decision?
- Who we are most likely to be able to influence (who is inclined, vulnerable, accessible)?
- Every influence is not equal.

PLANNING AN ISSUE CAMPAIGN CONT.

STRATEGY

Turning resources you have into the power you need to win the change you want.

Your strategy is what you can do to get the social change you are trying to accomplish. It's **the theory for why decision makers will do this and how you are going to win the campaign by getting them to act.** A successful strategy will depend on a thorough and good assessment.

There are many different paths you can take:

- Legislative
- Executive
- Judicial/Legal
- Educational/Public Awareness
- Regulatory
- And more!

Your options will vary depending on what institution or level of government you are seeking to change: college, university, neighborhood, city, state, national, federal, etc.

Take the path that helps you reach your goal, but that makes the most sense given your analysis of the factors at play. Note: Be sure to take into account how opposing players might react.

TACTICS

Specific activities you'll use to carry out your campaign's strategy.

Tactics are the actual means you will use to gain your campaign objective. **Do not confuse tactics with strategy, which is the overall campaign plan.** There are many different types of tactics. Here are a few examples

- | | | |
|------------------------------|------------------------------|---------------------------------------|
| • Direct Action | • Education | • Persuasion |
| ⇒ Protest | ⇒ Community events | ⇒ Lobby Visits |
| ⇒ Rally | ⇒ Public meetings/
forums | ⇒ One-on-ones |
| ⇒ Strike | ⇒ Presentations | ⇒ Letter writing or
sending emails |
| ⇒ Boycott | ⇒ Media | ⇒ Petitions |
| ⇒ Bird-dogging
candidates | ⇒ Research | ⇒ Phone Banks |
| | | ⇒ Op-eds/LTE |

Some tips:

- Test which tactics work best with your strategy.
- Be bold in testing different tactics, but don't test things that don't fit your strategic plan.

VISION

Choose an issue that you care about to prioritize. First, determine the problem. Then, brainstorm solutions. Lastly, weigh your solutions against the following criteria to help you select the proposal which best solves the problem you are trying to tackle.

IMPROVES PEOPLE'S LIVES

What is the true importance of this issue in the greater scheme of people's lives? If we win, will people experience it in their everyday lives? Will they be better represented? Other impact? People value an organization that works on issues that are truly important, so you should think through whether the outcome fundamentally changes the grand scheme of things. Examples: global warming - yes, but gas prices - not so much.

SPECIFIC AND MEASURABLE

A goal should be specific and measurable. A specific goal has a much greater chance of being accomplished than a general goal. A general goal would be, "Get money out of politics." On the other hand, a specific goal would say, "Increase opportunities for grassroots candidates to run for public office by passing public financing reforms in Los Angeles."

A measurable goal means that you can identify whether you are on your way to accomplishing your goal and whether or not your intended end result actually came to fruition. Going off of our previous example, it might be difficult to measure whether money is actually being funneled out of politics. However, you could easily measure whether public financing is being implemented in Los Angeles. You can follow discussion at committee meetings, keep track of City Council members' votes, petition to have time at a hearing, etc. When you are able to measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

WINNABLE

Do you have a chance of winning this issue? Do you have a core group of people who are motivated to devote time and energy? Is there significant support? Is your campaign well-funded? If you answered "no" to one or more of these questions, there's a possibility your campaign might fail. However, that doesn't mean that you can't take something that seems impossible and make it happen by planning smartly and going for it! There's nothing wrong with shooting for the stars and being ambitious, but picking a goal that is within reach is an important factor to consider when striving for real, tangible change.

INSPIRATIONAL AND HOT

Is the idea bold, creative, or visionary? Declaring "No special interest influence in 2016 California state elections" can be clear and big. Note: One pitfall that activists sometimes fall into is convincing ourselves that the issues we work on are "hot." In part, this is wishful thinking, but also just a reflection that we tend to interact with people who disproportionately think about our issues – other organizers, agency staff, a consumer reporter, etc. So, we need some reliable indicators of "hotness." Newsstands? Polls? Kitchen table?

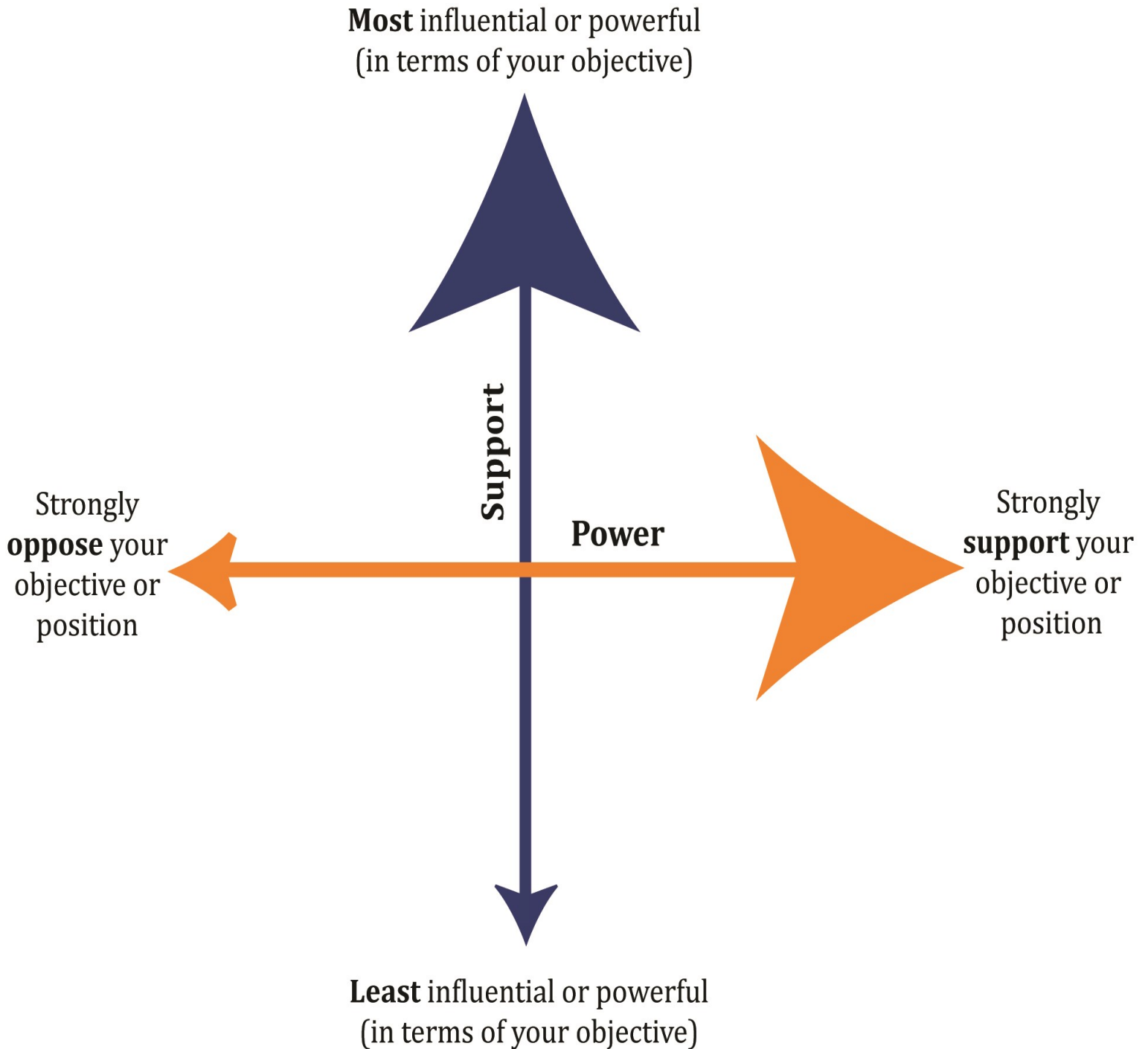
VISION: GOAL CRITERIA

PROBLEM STATEMENT:

POSSIBLE SOLUTIONS	Improves People's Lives	Specific & Measurable	Winnable	Inspirational & Hot		

ASSESSMENT

A power map is a useful visual assessment tool for figuring out who you need to influence.



TARGET POWER MAPPING

A visual guide that points to the many faces you need to influence in your campaign.

Public Interest

- Media
- General Public
- Voters
- Specific Region or Group
- Organizational Affiliations

VIP Influence

- Experts
- Elected Officials
- Special Interest Groups
- Government Agencies
- Important Businesses

Decision Maker
Name

Personal Influences

- Family
- Friends
- Religious Association
- Inner Circle
- Future Ambitions

Financial Influences

- Campaign Contributions
- Investors
- Consumers
- Competitors

STRATEGY

Turning resources you have into the power you need to win the change you want.

PRIMARY TARGET PLANNING TEMPLATE

Primary Targets	Tactics/Actions	Responsible Person	Timeline	Cost
Which key decision makers do you need to move?	What types of activities or actions do you need to do to demonstrate your power, or to effectively move the target?	Who (person or group) is responsible for ensuring the tasks are completed?	When will these activities or actions take place?	How much will each activity or action cost?

SECONDARY TARGET PLANNING TEMPLATE

Secondary Targets	Tactics/Actions	Responsible Person	Timeline	Cost
Which key decision makers do you need to move?	What types of activities or actions do you need to do to demonstrate your power, or to effectively move the target?	Who (person or group) is responsible for ensuring the tasks are completed?	When will these activities or actions take place?	How much will each activity or action cost?

STRATEGY

Turning resources you have into the power you need to win the change you want.

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TACTICS

Here are some suggestions and tips for the specific activities you might use to carry out your campaign's strategy.

GRASSROOTS

The activists we might mobilize:

1. How can you demonstrate to your target that there's citizen support for him/her to be in line with our view? This can include things like collecting signatures, generating emails or phone calls, etc.

RESEARCH

What facts need to be shared:

1. Maybe it's a report or a fact sheet or one simple fact.
2. Is there information out there that, if documented, will win over the target?
3. If it won't win over the target, will it help you to mobilize our members, coalition partners, win over media, thus elevating other tactics within your strategy?

INSIDE GAME

Directly lobby your target and encourage others to lobby them too:

1. Approach the decision-maker directly to win them over on the issue alone. If the argument isn't working, use leverage from other coalition partners to help shift his/her position.
2. If you have the access and influence this is a step you take before going to media, grassroots, coalition – more efficient and better for enhancing our power as lobbyists.
3. You could also make this move through donors to the legislator, or insiders we may know.

MEDIA

Organize a press conference, meet with an Editorial Board, submit letters to the editor or more:

1. Can help make the target look good or bad.
2. Also a way to communicate with the target: who is for your solution; how her constituents feel; Specific tactics can include news releases, press conferences, editorial board outreach, op-eds, letters to the editor, etc.

TIPS

- You can escalate but you cannot go back.
- Look to expand the tools in your toolbox. What other ideas do you have?
- More is better. The more fun, the more opportunities for team and organization building, the more opportunities for long-term power and access building, the better.

DIRECT ACTION

When planning a direct action, keep yourself organized by following this simple action check list.



WHAT IS THE ISSUE? Define the issue that you want to raise awareness about and do extensive research on it. Work with other activists to clarify the analysis of the problem and the solution. Consider everyone's perspective.

WHAT SHOULD WE DO? What action would best address the issue you want to raise awareness about? Should you picket, create some street theater, host a speak out, a teach-in, or make a YouTube video?

WHERE & WHEN. Decide where to hold the action and when. Make the location symbolic for the issue you want to raise. Anticipate any needs or problems with the site. Is your site accessible to the disabled? Do you need permits or insurance? Does your date conflict with other campus or community events?

MAKE IT MEDIA SAVVY. Create a savvy name and visuals for your action. Brainstorm on slogans for signs, think about what props you could bring or what to wear.

OUTREACH & RECRUITMENT. Make one-on-one contacts with students: call, email and text them. Set up and staff information tables on your campus to get the word out. Post flyers on your campus, in your community and at events. Work in coalition with other sympathetic organizations to get the word out. Get your event/action endorsed by others. Use social media to promote your event. Always be recruiting!

LOGISTICS & TIMELINE. Think about everything that needs to be done from the start to the finish of your action and assign students all tasks. Create a Timeline. Are there any campus restrictions on your action? Do you need security and/or safety monitors? Assign a clean up crew. Everything has to be ready to go on the day of your action.

WHO SPEAKS? Decide who to invite to speak on the issue. Make sure you represent the community affected by the issue and supporters. Allow 2-5 minutes per speaker, but give more time to your main speaker. Do you need a sound system?

GET MEDIA COVERAGE. Send a press advisory to get press there and release after the event to your campus and local media. Work on your short statements: 10 - 30 second sound bites. Get the word out through social media.

FUNDRAISE. Can you get money from your campus departments or student government for your action? Put out a donation box at everything you do. Get businesses and individuals to donate to and/or sponsor your action - ask everyone! Can you get a grant? What can you get for free?

DEBRIEF. Once the action is over have a meeting to debrief on how it went with your fellow organizers. Be open and listen to everyone's feedback. Follow up on any final details like returning anything you borrowed or outstanding bills. And always make sure you thank everyone involved.

DIRECT ACTION

Here are a few simple ideas to help you brainstorm what you and your fellow colleagues can do to make an impact.

- ⇒ Organize calls to your campus officials, elected officials, advertising sponsors, businesses, community leaders, organizations, and more.
- ⇒ Organize a letter or email campaign.
- ⇒ Post and hand out flyers on your campus and in your community.
- ⇒ Table on campus and in your community to give out information.
- ⇒ Hold a press conference.
- ⇒ Give testimony on your campus or at your local City Hall, the State Legislature, or Congress.
- ⇒ Organize a dorm party to educate and mobilize students and friends.
- ⇒ Organize an event that will attract earned media.
- ⇒ Organize a speak-out or teach-in, an educational forum or a movie screening.
- ⇒ Organize a rally or march - it can be small, medium or large!
- ⇒ Organize street theater.
- ⇒ Create an online petition.
- ⇒ Make a film to educate people about the issue.



COMMUNICATIONS

How to raise the visibility of your campaign through traditional media.

Types of traditional media:

- Print newspapers (national, statewide, local/ community)
- Magazines
- Television
- Radio
- Print newsletters



Traditional media terms:

Media list: A list with the contact information of journalists who have previously written about or whose beats (topic or subject area) cover the issue you are campaigning on. Keep it updated regularly.

Media advisory: A brief announcement inviting the general media to your action or event. Send out several days before the action or event.

Press release: Sent to the general media following your event or action as occurred. Written like a news article, and summarizing what happened at your action or event. Send out immediately, but no more than a couple of days, after your event.

Editorial: An opinion piece written by the editorial board of a publication, representing that publication's official view on a topic.

Op-ed: An opinion piece on a specific topic written by a reader or a representative of an organization not affiliated with the publication.

Letter to the editor: A short letter submitted by a reader of a publication written in response to an article, editorial or another letter to the editor. Can also be written on a topic relevant to the publication's readership.

Press kit (also known as a media kit): A package of promotional material provided to the press to brief them about your action or event. Can contain photos, video, fliers, web links.

COMMUNICATIONS

How to raise the visibility of your campaign through traditional media.

Letter to the Editor Best Practices:

Here are a few tips on how to get your letter published.

- **Read previous letters** to the editor for a few days to get a sense of what kind of letters are printed. Some papers are very selective, choosing letters that relate to recently printed stories, while others print nearly every letter, regardless of topic.
- **Look up the paper's guidelines** on how long letters should be, if you need to include your phone number, and where to send your letter—many papers will give both a postal address and an e-mail address. Generally, letters to the editor can be no more than 100 – 200 words in length. Publications generally reserve the right to edit your letter for length and clarity.
- **Stay focused** so that your message is clear to the reader.
- **Send your letter by e-mail** to get it to the paper as quickly as possible.

Tips for Creating a Press (or Media) Kit:

A press kit can be either physical or electronic (an EPK). What to include in a press kit:

- A one-page background, or summary, about your issue
- Fact sheets about your issue - can use statistics, charts
- Short bios of your key spokespeople
- Quotes from your key spokespeople
- Media advisory
- Press releases from previous actions or events
- Articles written about your issue
- Promotional material - such as logos, fliers, pamphlets, artwork
- List of contacts for your campaign headquarters and spokespeople - include business cards if you've created them
- Web and social media links
- Photos of your spokespeople and campaign images stored on a high-resolution digital format
- An EPK can include all of these, plus video
- Keep your press kit simple and easy to follow. Journalists work on tight deadlines, and need to find information fast!

Resources:

- Northern CA Press List: www.easymedialist.com/usa/state/california-north.html
- Southern CA Press List: www.easymedialist.com/usa/state/california-south.html
- CA Newspapers: www.usnpl.com/canews.php
- CA Newspapers Radio Television List: www.disastercenter.com/media/camedia.html

COMMUNICATIONS

How to raise the visibility of your campaign through social media.

Social Media Best Practices

- Try to post on a regular basis
- Postings in the early mornings and late evenings tend to do well online
- If you're sharing an image or graphic with a lot of text, try saving it as a .png file
- For more pointers, check out this Youtube video: bit.ly/1uevtQR
- Best time to send emails? bit.ly/1r8MSDg

Online Organizing Tools

- Hootsuite (manage multiple social media accounts from one place): hootsuite.com
- SquareSpace (build a free website): squarespace.com
- Wordpress (build a free website): wordpress.com
- Nationbuilder (build a website): nationbuilder.com
- Salsa (online fundraising): salsalabs.com
- Change.org (build an online petition): change.org
- Thunderclap (organize an online campaign): thunderclap.it
- Sound Off At Congress: soundoffatcongress.org
- BlueState Digital Tools: tools.bluestatedigital.com

Social Media Websites

- Twitter: www.twitter.com
- Facebook: www.facebook.com
- Reddit/Reddit Politics: www.reddit.com
- Pinterest: www.pinterest.com
- Google+: plus.google.com
- Tumblr: www.tumblr.com
- Instagram: www.instagram.com



Miscellaneous Resources

- Bitly (create short links): bitly.com
- Flickr (search under, "creative commons" for copy-right free images): www.flickr.com
- Library of Congress (free images): www.loc.gov/pictures
- Meme Generator: memegenerator.net
- Meme Generator-Imgur: imgur.com/memegen

Free Photo Editing

- pixlr.com/editor

COMMUNICATIONS

How to raise the visibility of your campaign through effective public speaking.

Public Speaking Tips:

1. Anxiety—it's OK! Public speaking takes practice and being kind to yourself! Hold on to the podium to help you calm down.
2. Give your talk as if you were talking to a good friend--be a bit animated.
3. Make sure you feel comfortable with your appearance.
4. Know your topic, know your topic, know your topic.
5. Add humor where it's appropriate.
6. Tell a story—everyone remembers stories.
7. State one to three memorable facts/points. You can add more facts/points if you are using a projected presentation with simple bullet points.
8. Repeat the important facts/points two or three times during your speech.
9. If you can, bring a prop or an object to show and tell do it.
10. Know how much time you have and stick to it.
11. Speak clearly, slowly and loud enough so folks can hear you. If you are using a microphone test it before your speech starts.
12. If you are not introduced remember to say who you are, whom you are representing and the topic of your speech.
13. Make eye contact, scan the audience, and breathe!
14. Practice your speech until you are comfortable and familiar with it. Video yourself speaking—improve your skills!
15. When taking questions be brief and if you don't know an answer it's best to say you don't know the answer. You can offer to follow up with the organizer or the person who asked the question.
16. When the talk is over call someone who cares about you and talk with them. You deserve support!



Practice Makes Perfect! 30--60 Sound Bites:

- Say who you are and whom you represent.
- Craft one sentence to explain what the issue/problem is. For a 60 second sound bite you can craft more sentences.
- Craft one sentence to ask folks to do something or give a resource for more information (i.e. website, blog, hashtag, etc.
- Repeat the resource twice.
- Video yourself speaking—improve your skills!

BUILDING PEOPLE POWER: ONE-ON-ONES

What it means to build authentic and sustainable relationships based on common interests, issues and values.

WHAT:

A one-on-one is an INTENTIONAL CONVERSATION with the goal of building a relationship with another person by understanding their issues, interests and values, identifying common ground for collective action, and understanding their “story” —what matters to them and what will move them). This deeper knowledge about a person and the relationship you build is the foundation for being able to take action together.

WHO:

While we’d like to do one-on-ones with everybody, it isn’t practical. Instead, we generally target the people we do one-on-ones with:

- Existing members of our own organization that we want to involve more deeply
- Leaders of existing or potential partner organizations
- People impacted by the issue who we wish to identify leadership potential or the potential to be mobilized

HOW:

During a one-on-one, the job of the organizer is to ask questions that allow you a person to open up and connect (with the organizer, the issue, the campaign). This is not an interview, nor is it therapy. A good organizer shares their story, too, but the aim is to ask questions, listen deeply, and identify and draw out connections between the two of you. A good rule of thumb is the “75/25 rule.” Your role as an organizer is to be actively listening 75% of the time.

HOW TO ASK:

You can ask someone to do a one-on-one with you as it relates to the campaign or organization you’re working with (E.g.: “We’re working on this campaign, and I’d like to sit down with you sometime soon to learn more about you and your organization and explore whether there are any opportunities to work together.”). It is also fine to simply set up a time to get to know someone better.

HOW TO START:

You may want to start with some factual questions (Where did you grow up? Do you have a family? Where do you work?) but should quickly transition into open ended questions that will lead to conversation. So if you start with, “Did you grow up around here?” you should follow up with, “So what’s it like to still be in the same place you lived as a child?”

HOW LONG:

One-on-ones involve making time to sit down with a person. One-on-ones can be as short as 10-15 minutes, but some of the best connections come out of much longer ones.

HOW TO WRAP:

Not every one-on-one needs to end in an ASK. If there is a clear desire to get involved, or there is leadership you wish to test, make an ask. If you think there may be a “something there” but aren’t sure what it is yet, reaffirm the connections that were established and promise to give it some thought and circle back (and then really do this!). If there was no real connection or mutual interest in the one-on-one, no harm no foul. Thank them for their time.

BUILDING PEOPLE POWER: LEADERSHIP

Developing New Leaders

WHAT ARE THE QUALITIES OF A LEADER?

Intelligent, Trustworthy, Visionary, Passionate, Empathic, Creative, Inspiring, Dedicated, Authentic, Charismatic, Humorous, Good Listener, Ethical, Diplomatic, Good Communicator, Negotiator, Conflict Resolver, Empowers Others, Culturally and Historically Educated, Economically Literate, Media Savvy, Emotionally Healthy, Healthy Lifestyle and Restorative Practice.

IDENTIFY VOLUNTEERS WITH LEADERSHIP ABILITIES:

Do they have leadership qualities? Do they have knowledge of your issues? Do they have public policy knowledge and experience? Do they have campaign or advocacy experience? Can they represent your organization in a professional manner? Do they have school, community, and/or public service involvement? Have they ever been elected or appointed?

LEADERSHIP DEVELOPMENT TIPS

Mentor New Leaders: *Teach What You Know.* Share your successes and failures. Keep them informed. Take them to everything you do, they'll learn from observation.

Delegate Responsibilities: *Give them a chance.* Provide opportunities for them to practice their leadership skills. Be mindful of their schedules.

Hold Them Accountable: *Critique with compassion.* Understand your group's dynamics.

Thank Everyone and Have Fun: *Thank folks often.* Make everyone feel valued. Don't forget to laugh no matter how tough things get.

Pass the Baton: *Know When It's Time To Go.* It can be challenging to transfer leadership and step down from your leadership role. Remember that everyone is an individual and has different styles and strengths. Your job is to share power, create an environment that empowers them to lead, pass the torch, let go and move on.

Keep in Touch: *Good Leaders Make Great Friends.*

LEADERSHIP LADDER

5. New Member: Attends a Few Meetings
4. Volunteer: Responsible for a Task for Your Group
3. Project Manager: Leads Part of a Campaign
2. Campaign Coordinator: Leads a Campaign
1. Group Chair: Leads Group

BUILDING PEOPLE POWER: VOLUNTEERS

Understanding what types of volunteers you need and how to keep them engaged will help you in both the success of campaigns and the sustainability of your organization.

WHY DO WE RECRUIT VOLUNTEERS?

- Build power for the long term.
- Show your target that we have a broad base of support.
- Get more done – the more we delegate, there's more that's possible.
- Develop & train new leaders.
- To empower people – show what's possible when you're organized.
- Build affinity with the organization – advocates have a face.
- Create new spokespeople and advocates.
- Volunteers tend to give funds to the organization they volunteered with.
- A pollster can tell the elected how people feel about issue; but, if three people tell the elected about something face-to-face, it has a greater impact on them.

WHY DO PEOPLE VOLUNTEER?

- Care about the issue
- To make friends
- Skill development
- Resume builder
- Community
- Because you asked them to
- Extra Credit or school credit

CREATING JOBS FOR DIFFERENT KINDS OF VOLUNTEERS

It's our job to have action-ready activities for volunteers coming through the door and recognize that people have different strengths and interests. If someone wants to do something on *Citizens United* today, we don't want to invite them to the rally in two months. Before we go out and ask people to volunteer we need to think through something for them to do, and it needs to happen right away.

POTENTIAL JOBS FOR VOLUNTEERS?

- Collect signatures for a petition
- Support logistics for events
- Track bills in the legislature
- Attend lobby days
- Recruit other volunteers to events
- Work on updating databases – coalition or press lists
- Research

Make sure people can get started right away. The key word here is easy. You wouldn't want someone's first time volunteer activity to be going door-to-door in a community and giving homeowners feedback on how their elected officials are not supporters of a bill. That's something that is complicated and takes lots of training. Instead, have them do something simple, like collecting signatures for a petition.

BUILDING PEOPLE POWER: VOLUNTEERS

How do we recruit volunteers?

HOT TIP: ALWAYS BE RECRUITING

We want to recruit as many people as often as possible. In the coffee shop, meetings, the bus, classrooms, everywhere! If you're always recruiting, it's easy to always have folks in your group. People will naturally drop off because of other commitments (don't take this personally!) so let's always be recruiting!

BLANKETED VS. TARGETED RECRUITMENT: BENEFITS AND PITFALLS

BLANKETED: Broad recruitment tactics.

- Flyers or posters – post around event and relevant classrooms like politics classes
- Post to list serves
- Utilize social media
- Get a 5 minute pitch at a community, group meeting or campus class
- Send an announcement to campus groups
- Every campaign communication and all campaign materials should include: “Bring a Friend.”
- Online place to connect with people:
 - Green Drinks
 - MeetUp.org
 - Young Non-Profit Professionals Network
 - Local Blogs
 - Grubwithus
 - VolunteerMatch
 - Online community calendar
 - Campus Progress
 - Every school has a calendar of events – student activities websites

TARGETED RECRUITMENT: One-on-one recruitment tactics.

BUILDING PEOPLE POWER: COALITIONS

The Common Cause Method

Coalitions help to demonstrate power in numbers and through different constituencies.

Your strategic plan should include what organizations you want to target and what you want them to do specifically. The following four-step approach is one that CA Common Cause has successfully used for years to help pass comprehensive reforms. It cultivates strong coalition spaces and invested coalition partners. You can use this tried and true coalition-building process on your campus or community!

Step 1: Listen. Talk to organizational representatives individually. Create a safe and confidential space for everyone to have their voices heard and their positions validated.	<i>Which campus clubs or organizations should you talk to? Who might be opposed to your idea?</i>
Step 2: Identify areas of common ground. Review the notes from your conversations and look for shared concerns, values, and goals. Start with the points of agreement.	<i>What are the anticipated areas of agreement?</i>
Step 3: Facilitate group discussions. Invite partners to meet in person. Start by asking people to identify and explain the problem. Draw out areas of agreement and make plans for further discussion at future meetings. Ask attendees to suggest additional organizations to include.	<i>Who will you invite to the group meeting? Who will facilitate? Who will take notes? Where will you meet?</i>
Step 4: Move from idea to proposal. Use the information that you have gathered to craft a specific policy or program proposal with broad support.	<i>Is there group consensus around any one solution? Areas for further research? Is your proposal feasible?</i>

CITIZEN LOBBYING

Use these key tips to become a successful advocate for your cause.

One of the most effective ways of changing public policy is by directly lobbying your elected officials. Remember, elected officials work for you and are particularly interested in keeping track of what concerns their constituents! Whether that is setting up an in-person meeting, calling your legislator's office, giving public testimony, or even just writing a letter, a personal touch can help influence how a legislator votes. Below you'll find some simple tips on how to best present your case when interacting with legislators or their staff, as well as some resources for better understanding current law or tracking new proposed legislation.

Direct citizen activism is vital to a healthy democracy – *make your voice heard!*

TIPS FOR SETTING UP MEETINGS:

- **Set up the meeting in advance.** Elected officials are often very busy. Call and email the official's scheduler to request a meeting at least two to three weeks before you would like to meet with them, if possible. Be as accommodating of their calendar as possible.
- **Briefly explain the purpose of the meeting** in an email or one-page letter. An elected official is more likely to take your meeting if they have a clear sense of its purpose; this also makes it more likely that they will come to the meeting prepared.
- **Ask to meet with the elected official**, but if they are not available ask to meet with the staff person working on the topic you would like to meet about. In small to mid-size cities, you will often be able to meet directly with your councilmember. State legislators and elected officials from large cities represent hundreds of thousands of constituents, so getting on their calendar is more difficult. However, there is still a lot of value to meeting with staff: officials rely on their staff to keep them informed of what their constituents want, and to advise them on public policy. If you think it is necessary to meet directly with the elected official but they are unavailable, ask if they hold constituent office hours.



TIPS ON MEETINGS WITH YOUR ELECTED OFFICIALS OR THEIR STAFF:

- **Identify the “ask.”** Before meeting with your legislator, make sure you have a clear sense of what you want them to do.
- **Prepare.** Have an outline of the main points you want to make, including your ask. Study the issue you will be advocating and try to anticipate any questions. Educate yourself on the opposition's concerns and be prepared to respond to them. Before speaking with any office, make sure you know about the official's background, what motivates them, where they are from, what constituents they represent, and what pressures they're under. Biographical information can usually be found on their website or Wikipedia.
- **Dress professionally** like you would for a job interview.
- **Bring a one-pager** that summarizes your position that you leave with the elected official after the meeting. This is another opportunity to keep your issue in front of the elected official. Make sure the one-pager includes your contact information.
- **Start by introducing yourself.** Give your name, any organization you are representing, and, if you are a constituent, be sure to mention your city or neighborhood. Be friendly; a little bit of small talk at the start of your meeting can be a good way to build rapport.

CITIZEN LOBBYING

Use these key tips to become a successful advocate for your cause.

- **Be brief.** Clearly and concisely state your position and make your point. Limit your meeting to one issue. If this is concerning legislation, mention the resolution or bill number if there is one. If the elected official isn't familiar with your issue give them a brief summary. Generally, stay high-level and avoid going into the weeds on your issue unless it is necessary or in response to questions. A productive meeting will usually feel more like a focused conversation than a speech.
- **Ask for a viewpoint and a commitment.** Find out where the elected official stands, any concerns she or he has about what you are proposing, and ask for a commitment, e.g. to vote for (or against) the legislation. If the elected official is non-committal, ask if there is any additional information you can provide them with.
- **Keep your cool.** Be courteous, direct, and fair at all times. If the elected official expresses concerns, make a note of them, and try to address them in the meeting or by following-up after the meeting. Not all offices will be an easy victory; some officials may openly disagree with your approach to the issue. Don't argue or get angry. Remain polite and respectful; remember that you are building a relationship and, even if you cannot agree on your specific ask, there might be a related issue in the future that you can agree on.
- **Follow-up** with a thank you note. Be sure, in the letter, to state any commitments the elected official may have made to you. If the elected official did not commit to a position in your meeting, this is another opportunity to briefly reiterate your position and politely ask for a commitment.
- **Report back.** If you are calling at the request of a group or as part of a larger effort, remember to report back and say how the meeting went and what commitments were made.

TIPS ON WRITING TO YOUR ELECTED OFFICIALS:

- **Express yourself.** A neatly handwritten or typed letter using your own words and thoughts are best. Form letters and pre-printed postcards do not carry as much weight. Write about how the issue affects you and share any personal experiences you have regarding it.
- **Be clear and concise.** Clearly state your position on the issue and what you want the legislator to do. Be direct and firm, but not hostile. Stick to just one issue and keep it to one page—a one-page letter is more likely to be read. If additional information is critical, provide it as an attachment to the letter.
- **Identify yourself.** If you have met the legislator before, remind him/her of where and when you met, generally in your opening paragraph. If you have a professional or personal investment in the issue, share this with the legislator, for example, if you are a teacher or a parent. If you are a constituent, make sure to let him or her know. Don't forget to include your contact information.
- **Mention the legislation.** If a bill has already been introduced, mention the bill number and author, e.g. "AB 700 (Gomez)," in the subject line and text of your letter. If there is no bill number -- for example, you are writing before the session begins -- then clearly state the issue.
- **General Structure:** At the end of this memo is a sample Common Cause letter you can copy for the structure of your letter. (You can find other examples of here: www.commoncause.org/CAleg.) Generally, letters should follow this structure:
 - * **Date**
 - * **Name (e.g. Honorable Ms. Smith) and address of the official**
 - * **Subject line of the letter (e.g. RE: Support AB 10, the Student Debt Relief Act)**
 - * **Dear _____,**
 - * **Opening paragraph – concisely state your position and what you are asking for**
 - * **Supporting paragraphs**
 - * **Closing paragraph – include your contact information so they can follow up**
 - * **Sign off (e.g. Sincerely,)**

CITIZEN LOBBYING

Use these key tips to become a successful advocate for your cause.

- **Mail the letter.** If the legislature is in session (generally, January – September), send it to the legislator’s capitol address; if it isn’t, send it to their district address. Or better yet, both!
- **Follow up.** If you don’t get a reply (remember to ask for one!) then write a follow-up letter. If the legislator complies with your request (e. g., votes favorably for a bill), send a thank you note.

TIPS ON CALLING YOUR ELECTED OFFICIAL:

A phone call is often the fastest way to let your elected official know where you stand on an issue. Offices will often keep track of how many calls they get for or against an issue as an indicator of how important it is to their constituents.

Identify yourself. Give your name, any organization you are representing, and, if you are a constituent, be sure to mention your city or neighborhood.

- **Ask to speak to the appropriate staff person, or that your position be recorded.** If all you want to do is voice your position, particularly if it is urging a yes or no vote on legislation, you can usually let the person answering the call know and ask them to relay your position to the elected official. If you would like to have a substantive discussion, you should ask to speak to the staffer working on the issue you are concerned with. (Except for small cities where elected officials do not have staff, it is unlikely you will be able to speak directly to an elected official with a cold call. If you want to speak directly with an elected official, scheduling an in-person meeting is a better way to connect with them.)
- **Be brief.** State your position clearly and concisely. The person you speak to should be able to summarize your position two to three sentences. For more detailed discussions, consider setting up a meeting.
- **Give your contact information.** If you were unable to speak with the official or the appropriate staff person, ask that someone follow-up with you.

TIPS ON ATTENDING CITY COUNCIL MEETINGS OR LEGISLATIVE HEARINGS:

State law gives you the right to provide public comment on most matters a county board of supervisors or city council considers. At the state level, bills are referred to committees which are then considered and voted on at public hearings where members of the public may testify. Simply showing up and being identified as being in favor (or against) proposed legislation can be of tremendous help to your cause.

- **Be relaxed and focused.** Keep your comments short (generally under two minutes) and to the point. Don’t attack any elected officials, focus on why the item you are testifying on is important. Practice your statement several times beforehand. It is okay to read a statement or bring notes.
- **Be prepared to wait.** Committee meetings don’t always start on time and there is no set order for bills on the day’s agenda to come up. Bring a book, some water and a few snacks in case the committee hearing is delayed or very long.
- **Let your legislators know you are there** and the bill author (if you are supporting the bill). This is especially important if one of them is on the committee hearing the bill.
- **Have fun!** It can get tedious at times waiting around, but there are lots of opportunities to have your voice heard and make a difference!

CITIZEN LOBBYING

Use these key tips to become a successful advocate for your cause.

TIPS ON WRITING LETTERS TO THE EDITOR:

Writing letters to the editor can be a powerful tactic to supplement your lobbying and advocacy. See page 37 of the manual for tips on how to write letters to the editor.

RESOURCES:

Finding Out Who Represents You

Everyone in California is represented by two U. S. Senators and one U. S. Representative as well as by one State Senator and one State Assemblyperson. At the local level, everyone is represented by a Supervisor on your county's Board of Supervisors and people living in cities are also represented by a City Councilmember and sometimes a Mayor. If you don't know who represents you, you can find out either online using the links below or with a quick phone call:

- **Congress:** Visit www.house.gov/representatives/find/.
- **State Legislature:** Visit findyourrep.legislature.ca.gov/.
- **Local offices:** Contact your City Clerk or your County Registrar of Voters. The website and contact information for all county registrars can be found here: <http://www.sos.ca.gov/elections/voting-resources/county-elections-offices/>. You can also call the Secretary of State at (800) 345-VOTE (8683) for your county elections official's contact information.



Looking Up Current and Proposed Laws

There are many names for laws and proposed laws. “Bills” are proposed laws that are considered by the Legislature. “Statutes” are laws that were passed by the Legislature. “Regulations” are laws passed by regulatory agencies. “Ordinances” are laws passed by city councils. Thankfully, most state and federal bills, statutes, and regulations can be looked up online. Most large cities now also put this information online.

CITIZEN LOBBYING

Use these key tips to become a successful advocate for your cause.

In researching current laws, or proposals going through the legislative process, the following resources may be helpful:

- **Congress – Bills:** Go to www.congress.gov/.
- **Federal Laws:** Go to uscode.house.gov/.
- **Federal Regulations:** Go to www.ecfr.gov/.
- **California Bills & Laws:** Go to leginfo.legislature.ca.gov/.
- **California Regulations:** Go to ccr.oal.ca.gov.
- **Local Governments – Laws:** Many California cities' municipal codes are now published online. Three providers, listed below, cover a good deal of the state. If you are unable to find your city's municipal code, contact the City Clerk who should be able to direct you to online or hard copy resources.
 - * qcode.us/codes/
 - * <http://www.amlegal.com/codes/ca/>
 - * www.municode.com/library/ca
- **Local Governments – Proposed Legislation:** Many local governments have contracted with Legistar to provide online city council agendas, reports, resolutions, and proposed ordinances. Try googling your city + legistar to see if it is one of them. Otherwise, contact the City Clerk to see if these resources are available online.

Remember that your college or local library are generally well-equipped to help you research current law!

Looking Up Campaign Finance Records

- **Federal:** Go to:
 - * <https://www.fec.gov/data/advanced/?tab=filings>: the Federal Election Commission's official website.
 - * www.opensecrets.org/states/summary.php?state=CA: non-profit site.
- **State:** Go to:
 - * cal-access.ss.ca.gov/Campaign/: the state's official campaign finance disclosure website.
 - * maplight.org/california/legislator: non-profit site.
- **Local:** A hard copy of city or county campaign finance records will be available at the relevant city clerk or registrar's office, respectively. Many local governments now put campaign finance records online; in particular, many cities have contracted with Netfile to make these records available. Try googling your city + Netfile to see if they are one of them.

CITIZEN LOBBYING

Sample Letter of Support



April 20, 2017

The Honorable Marc Berman
Chair, Assembly Elections and Redistricting Committee State
Capitol, Room 5135
Sacramento, CA 95814

Cc: The Honorable Jimmy Gomez, Sharon Quirk-Silva, and Marc Levine and Members of the Assembly Elections and Redistricting Committee

RE: AB 14 (Gomez, Quirk-Silva, and Levine) – Support

Dear Assemblymember Low:

The below listed organizations are pleased to support AB 14, the California DISCLOSE Act.

A message is rightly evaluated based in part on the identity of the messenger. Just as a lobbyist looking for your vote on a bill would never mislead you about the identity of their client, neither should the voters be misled as to who is asking for our votes, whether we are voting for candidates or when we are, like you, being asked to vote on proposed legislation on the ballot.

Campaign spending on ballot measures has reached unprecedented levels. Nearly \$1 billion was spent in California on ballot measures from 2012 to 2016, almost all of it by donors whose true identities were obscured on ads by misleading names buried in fine print. Hundreds of millions more was spent on independent expenditures supporting or attacking candidates. Although it is essential for individuals and organizations to be able to communicate effectively with voters, it's equally important that voters not be deceived about who paid for the ads they see and therefore who is asking for their vote.

AB 14 requires the true, three largest funders of ads about ballot measures or independent expenditures in support or opposition of candidates to be shown clearly and unambiguously on the ad. It applies with appropriate nuances to all major forms of political advertising (radio, television, electronic, print).

Even more importantly, AB 14 includes new earmarking rules for contributions meant for specifically identified committees or ballot measures or for independent expenditures supporting or opposing specifically identified candidates. These new earmarking rules are completely separate from existing earmarking rules regarding contributions to candidates, but will, for the first time, reveal true funders on ballot measure and independent expenditure ads when the funders attempt to hide behind one or more layers of misleading front groups.

AB 14 would thus stop voters from being routinely and legally misled about funders of political ads.

Achieving this goal is essential in the era of Citizens United in which billionaires and special interests can kill any legislation you pass with a simple – and, for them, inexpensive-- referendum, all the while keeping their identities and, hence, the specially interested motivation behind the referenda, hidden.

A March 2013 poll by the Public Policy Institute of California found that 84% of California voters favored “Increasing public disclosure of funding sources for signature gathering and initiative campaigns”. This support was across the board with at least 80% of voters from each political party in favor, a rare example of near- unanimity in an otherwise divided electorate.

CITIZEN LOBBYING

Sample Letter of Support (cont.)

Indeed, underscoring the vast and bi-partisan support for disclosure, Justices of the Supreme Court no less than five times have touted the kind of disclosure in AB 14, the most famous of which is this, from Justice Scalia:

“There are laws against threats and intimidation; and harsh criticism, short of unlawful action, is a price our people have traditionally been willing to pay for self-governance. Requiring people to stand up in public for their political acts fosters civic courage, without which democracy is doomed. For my part, I do not look forward to a society which, thanks to the Supreme Court, campaigns anonymously and even exercises the direct democracy of initiative and referendum hidden from public scrutiny and protected from the accountability of criticism. This does not resemble the Home of the Brave.”¹

Chief Justice Roberts agrees:

“[D]isclosure of contributions minimizes the potential for abuse of the campaign finance system....With modern technology, disclosure now offers a particularly effective means of arming the voting public with information[.]”²

So, too, does Justice Kennedy:

“[D]isclosure requirements offer a powerful, speech-enhancing method of deterring corruption— one that does not impose limits on how and when people can speak.”³

Californians are crying out for the specific disclosures of the California DISCLOSE Act, with more than 31,000 signing petitions urging the legislature to pass AB 14. We therefore respectfully ask for your support of AB 14. Just as you would never tolerate a lobbyist who hid the identity of his or her client so, too, should your constituents be afforded the same transparency when they are asked for their votes.

For these reasons, the organizations listed below respectfully SUPPORT AB 14 and request your AYE vote.

FROM: California Clean Money Campaign (Sponsor)

California Alliance for Retired Americans
California Church IMPACT
California Common Cause
California League of Conservation Voters
California Physicians Alliance
California Public Interest Research Group (CALPIRG)
Coalition for Clean Air
Consumer Watchdog
CounterPAC Courage
Campaign
Daily Kos
Democracy for America
Endangered Habitats League
Friends of the Earth
LegitAction
Lutheran Office of Public Policy
Maplight
Money Out Voters In
People for the American Way
People Demanding Action
Represent.Us
Voices For Progress Education Fund
Bob Stern, Principal co-author of the Political Reform Act of 1974

¹ Doe v. Reed, 561 U.S. 186 (2010)

² McCutcheon v. FEC, 572 U.S. ____ (2014)

³ Williams-Yulee v. Florida Bar, 575 U.S. ____ (2015) (dissenting opinion)

NOTES

COMMON CAUSE CAMPUS GROUPS



PEOPLE.ACTION.DEMOCRACY.

COMMON CAUSE GROUPS

5 Steps to Starting a Common Cause Group on Your Campus

1. Contact a CA Common Cause Organizer and tell us why you want to start a group.
2. Collaborate with the CA Common Cause Organizer to help set up your first meeting and steps to start your group on campus.
3. Get authorized as a group by your CA Common Cause Organizer and establish your regular meeting with him/her.
4. Establish your quarter or semester long member and campaign goals.
5. HAVE FUN!



COMMON CAUSE GROUPS

Administrative Operations & Facilitation

ADMINISTRATION AND RECORD KEEPING

1. Set up an organizational structure based on the number of people you have in your group, what positions you are required to fill (i.e. leader, steering committee) and what skill sets group members have to contribute. Assign titles, responsibilities and duties.
2. Make an action plan, calendar and timeline for your group.
3. Set up systems for communicating and reporting within your group.
 - a. Member list or supporter list
 - b. Members should be contacted AT LEAST once a week, just keep folks in the loop or tell them about actions.
4. Set up systems for your group to communicate to your campus and community.
 - a. Coalition list, professor list, or prospect list. All lists should be spreadsheets to track communication and history.
5. Create files for all functions of your group i.e. meeting notes, outreach, actions, media, expenditures, and required reports to CA Common Cause. This will help you function more efficiently and you'll be able to pass on the information to the next student leader at your school.
6. Work with your school's administration and student government. What are the rules and regulations to become an official student organization? What is the process to raise funds from your student government? Can you get funding from outside organizations/outlets? Do departments on campus have funds? How do you get to them?

RUNNING A MEETING

1. Create a safe and welcoming atmosphere.
2. Use ice breakers to increase familiarity and comfort level among your group members.
3. Set ground rules for participation. Use Robert's Rules of Order or consensus to ensure a democratic process if applicable.
4. Follow the agenda, topic, and time schedule.
5. Assign a "stacker" so everyone who wants to speak gets put on a list in the order they asked to speak and a "timekeeper" so everyone gets the same amount of time to speak.
6. Praise your group members and always say thank you for everything they do.
7. Share relevant CA Common Cause materials at all meetings.
8. Going to meetings does not count as an action. What's the action or role each member is taking on next?

COMMON CAUSE GROUPS

Sample Kick-Off Event Schedule for Interest Meeting on your Campus

SAMPLE MEETING AGENDA

1. Organizers or main facilitator arrives (arrive 20 minutes prior to meeting time). Responsibility: arrange chairs, set-up materials, sign-in sheet, refreshments.
2. Students arrive & mingle (make sure to have them sign in!).
3. Facilitator brings everyone together and officially calls the meeting to order.
4. Meeting begins.
5. Facilitator introduces themselves and begins to lay background information on
6. CA Common Cause & shares their own personal story as to why CA Common Cause is important and why they want to form a group on their campus.

KEY INFORMATION TO COVER AT MEETINGS

1. Why the campus needs a CA Common Cause group.
2. Discuss CA Common Cause's priority issues.
3. Each student shares why they are attending the meeting.
4. Determine the issues your group wants to cover and how they align to the foundations of a CA Common Cause Group by vote or straw poll.
5. Determine & share with the group what you need to host a group on your campus (you can do this ahead of time—find out what paperwork you need to fill out to register your organization on your campus).
6. Determine action items and logistics of next meeting (when and where the next meeting will take place).
7. Formal adjournment, questions and informal discussion (take this time to meet everyone who attended the meeting and get to know them on a personal level).

Your future agendas will change slightly with more action items. i.e. choosing and setting up positions in your organization, what issues to cover, events to organize, etc.

For your first meeting, keep it simple and straight forward. This will yield the best results from your fellow students who share the same passion for the same issues as you do.

NOTES



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