



**MAYDAY.US**

# Organizing Guide

*“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”*

Margaret Mead

Welcome to MAYDAY.US. We can't wait to change the world with you. Here is our collected wisdom, resources, links, tips, and tricks.

We've found that the most effective way to make change in America is by electing state and local reformers. Historically, this has led to sweeping national change, and the time that takes has gotten shorter over the years.

Here's how to elect reformers in your state in five stages:

1. [Gather your team](#) (below!)
2. [Choose a target](#)
3. [Grow your team](#)
4. [Elect a reformer](#)
5. [Pass legislation](#)



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

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The first step is to gather a small team – we are more powerful together.

## Goals for this stage:

- **Learn about the MAYDAY.US theory of change** and [how we can restore balance to our political system](#). Be able to [explain it to other people](#). Remember that you don't have to convince people that corruption is a problem – most people know. You have to convince them that they can do something about it. Your biggest enemy is not the Koch brothers – it's the cynicism that stops us from realizing our collective power.
- **Recruit 3-5 people for your first meeting.** You can start with your friends, and use the recruiting techniques below. Meeting in a home is often simpler than public spaces, and less expensive. When you have it scheduled, [let us know](#) at [grassroots@mayday.us](mailto:grassroots@mayday.us), and we'll contact MAYDAY.US supporters in your area.

**Getting these meetings right is essential.** if they're poorly run, people will doubt their ability to get things done; if they're skillfully run, your team will become nimble and powerful. You can find more tips and a sample agenda [below](#).

- **Meet regularly in person.** Get to know each other, share stories, and what motivates you. Social movements are powered by the strength of community. Also coffee.

## Recruiting techniques:

**The most effective organizing is in person.** Keep people with [group sign-in sheets](#).

- Go to a farmers' market. [Collect contact info](#) with clipboards on [individual sign-up sheets](#)
- Go to an existing rally or protest and canvass. Say "we're actually taking action to reform political corruption. It's easy to join us." [Here's a quick pitch you can give](#).
- Find [your local MAYDAY.US Facebook group](#) and [Google Group](#) and let people know you're starting a group in your area. Let them know how to reach you.

**If you get stuck**, we're here for you. Contact us on [Slack \(join Slack\)](#) or [email](#).

Please let us know how we can [make this guide better](#)!



## Strong meetings build strong commitments

**Here's the problem:** many new members will never show up again if a meeting is poorly run. We've all been to meetings that are too long, not focused, or don't lead to anything getting done. Even if you're an experienced manager, volunteers have even less tolerance for boredom and will probably drop more tasks than in a business or startup. But with some good practices, we can become a nimble and powerful swarm of change.

### Decide on clear goals for each meeting

If you've ever written down something you've already done just so you can check it off, you know how important it is to feel a sense of completion. That's why it's essential to have clear goals for each meeting. The alternative is a vague sense that nothing is happening, and that damages morale. Remember that your biggest enemy is cynicism that nothing can be done.

### Make an agenda with set times

Agendas help people prepare for a meeting, maintain attention by breaking a long meeting into smaller subsections, and focus the conversation by giving it a time limit.

#### Sample agenda for a first meeting:

- [ 15 min. ] **Sign people in.** Introductions, what brought you here. [Pass around prompts](#) and share answers with each other. Build community and moral clarity.
- [ 12 ] **Watch** the [MAYDAY.US video](#) on the problem, solution, and strategy
- [ 10 ] **Discuss**, ask questions. You can ask us too at [grassroots@mayday.us](mailto:grassroots@mayday.us)
- [ 10 ] **Learn** about the local political situation: is anybody on any town councils? How about school boards? A housing committee? Retaking our democracy starts at the smallest levels of it, and trickles upwards.
- [ 10 ] **Decide** on pathways forward: if you're in the local scene, canvassing is a great way forward: nothing gets votes like a face-to-face
- [ 10 ] **Plan** how to recruit enough people (~5 – 10) to start [Stage 2](#)

### Next steps: agree on who's doing what

Half of getting shit done is having a clear sense of what has to happen next. You can't "build a house," but you can lay a brick, and from many unglamorous bricks comes something beautiful. What are your bricks for building a movement? Also, **decide who's going to do it**. There's [a common phenomenon](#) where people with good intentions don't do something because they assume someone else will do it. You can prevent that by deciding who's doing what.

# We're taking back our government from wealthy special interests

We all know our government doesn't work as well as it could. To build a movement, we have to go from a vague understanding to a more detailed one that we can explain to other people. A bunch of research has found that [people overwhelmingly agree that corruption is a problem](#) – the challenge is seeing what they can do about it. Individually, nothing. But collectively, we are more powerful than we can imagine.

## Money in politics is the issue of our time.

Our nation's success is based on the power of our democracy to make decisions. We all benefit when citizens identify problems, select the best ideas, and work together to implement solutions. The problem is that running for office requires enormous personal wealth or support from wealthy people. This prevents regular people from representing their communities, and limits our choices to people who can amass huge sums of money. So when it comes time to work together to solve problems, wealthy special interests have far too much power in deciding what policies our representatives will consider. The result is that we're all paying a price for our system being out of balance, whether it's the highest drug prices in the world, slower internet at higher costs, or \$780 billion in subsidies for banks. For every problem, on both sides of the aisle, money in politics blocks common-sense answers.

## We have the power to restore balance to our democracy

There are practical solutions that we can implement *today* that would restore balance to our democracy. Public funding of elections allows regular people to raise small contributions and still be competitive. This levels the playing field so that candidates listen to voters, not donors. Seven states have already adopted small-dollar funding, and within a few years, they see an enormous change in practice – 3/4 of legislators of all political stripes run small dollar elections in the first year, and nobody wants to go back to the endless fundraising calls.

Electing local reformers is how our country overcomes challenges. Local reformers lead to state change, and then a tipping point triggers a rush of states that ultimately leads to a change in federal law. Electing local reformers is how we achieved interracial marriage, voting rights for women, and marriage equality. Money in politics is no different. We have the power to restore balance to our democracy and create a shared prosperity for our children. We are America's modern day founders. Together we are building free and fair elections.

Ready? Let's get to work.

## 30-second canvassing pitch

*Smile and engage people. It gets easier with practice, we promise!*

Hi! We're taking action to fix our broken political system. It's easy to join us.

I'm [NAME], I volunteer with MAYDAY.US. We're a non-partisan movement to end big money politics. I just need your name real quick on this petition to let our representatives know that you support fair elections.

**The problem** is that wealthy special interests pour billions into our political system to get the laws they want. They get trillions in handouts, and we all pay for it. For every problem, money in politics blocks common-sense answers.

**But we have a solution.** There are laws that our state can pass *today* that would guarantee an equal voice for all people. So we're creating a moral dilemma for our representatives to force a choice: side with the people, or with wealthy special interests – and we'll replace you. This movement is already working in seven states – we want to make [STATE] the next state. Will you add your voice in support?

We're meeting up next [DAY] at [PLACE]. I'll be there, and I'd love for you to join us.



Cesar Chavez was a migrant farm worker who became one of America's great civil rights activists. Young organizers asked him, "how do you organize?"

Cesar replied, "Well, first you talk to one person, then you talk to another person, then you talk to another person..."

They insisted, "but, how do you *organize*?" Cesar repeated, "First you talk to one person, then you talk to another..."



## We focus on local elections for two reasons:

### 1. Congress never leads; it follows state law

When we look at big social change in the U.S. over the last two centuries, they follow a pattern: a few pioneering reformers write state laws, which leads to a critical mass of states that prove this change can work, which leads to a tipping point with a rush of state activity that ultimately leads to a change in federal law. We've seen this pattern play out with interracial marriage, prohibition, women's suffrage, abortion, and marriage equality. **Congress never leads; it follows state laws, which are written by local politicians.** So to create national change, we must elect local reformers. We have to get to that tipping point, one local election at a time.

### 2. Local elections can be influenced

SuperPAC war chests dump an enormous amount of money in key races. But they can't be everywhere at once – small local elections are under their radar, and that's where we have the biggest impact. Average voter turnout for local elections is ~25%, so mobilizing just 1000 people to vote can represent an enormous swing. When those reformers get into office, they create change that filters up to higher offices, and change the conversation on big money in politics.

## Goals for this phase:

**1. Organize into teams.** We've found that tasks cluster into four groups: [Activism](#), [Welcoming](#), [Digital](#), [Press & Research](#). Below we have breakout sheets for what each group will do. If you don't have enough people, use the people you do have to recruit more people.

**2. Research the state of reform.** Some tips are listed under [Press & Research team](#).

**3. Choose a reformer.** There's no simple way to do this, but you can [find a guideline here](#).

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## Organize the team

This is the first group project. Your role is to make sure everyone knows what they're doing.

### 1. Organize introductory meetings to divide up tasks

#### Sample agenda:

- [ 10 minutes ] Introductions, get to know each other and why you're here
- [ 12 ] Review the [intro video](#) on why we fight
- [ 10 ] Clarify the goals of this stage
- [ 5 ] Divide into teams. Make sure each group includes a core volunteer
- [ 20 ] Review each team's goals and decide on next steps
- [ 10 ] Get back together and summarize what's happening next
- [ 5 ] Pick the next time to meet

Getting the group back together serves two functions. You want people to know what other groups are doing, because many tasks involve multiple groups. And you want to make sure everyone has a clear vision of their next steps. The most common reason something gets dropped is because it's not actionable or not assigned. Here's how to clarify:

**Not actionable:** "Our next step is to figure out who's a good reformer."

**You:** "Great. What does that look like? When you sit down to do it, what would you do first?"

**Actionable:** "Hmm..I guess we're going to search ballotpedia for our candidates, visit their websites to look for positions, and email (so-and-so) for their input."

**You:** "Great. That sounds like a lot – who's doing which part?"

**Assigned:** "Shannon is doing ballotpedia, I'm doing websites, can we have help with email?"

This habit stops many problems before they happen.

### 2. Decide on which reformer to endorse

Partly based on [these criteria](#) and which districts your team is in. Then move on to [ [Stage 3](#) ] to plan a public event and kickoff recruiting.



## Set up communication tools

The teams will have a lot to talk about, and it's critical to open easy lines of communication.

1. Contact [grassroots@mayday.us](mailto:grassroots@mayday.us) to get connected with other local volunteers
2. Collect contact info: phone numbers and email addresses are key. Here are templates for [Flyers](#), [E-mails](#), [Call scripts](#), [Sign-up sheets](#)
3. [Learn how Slack works](#). It's a communication platform that keeps us organized. Join our national MAYDAY.US Slack Team [here](#), and [download the app](#) for desktop and mobile.
4. Get admin access to the [local Facebook group](#) and create events – on Slack, contact [@benj](#) or [@richard.pezzella](#), or e-mail [grassroots@mayday.us](mailto:grassroots@mayday.us)
5. Join our [NationBuilder team](#)
6. Add a link to the [Google Group manifest](#)
7. Create an event RSVP page on the [MAYDAY.US event website](#)
8. E-mail everyone, help them get started with these digital tools, help **Activism** to remind people of their next steps
9. Help **Welcoming** to recruit and advertise meetings and events



## Build community

The strength of our movement depends on forming connections with each other, solving problems together, leaning on each other for support, and having fun. Sometimes after the meeting is where the best conversations happen. Try to learn the story that brought each person to where they are now, and how this issue affects their life. These are emotional resources to draw on in order to sustain a successful campaign.

In your breakout session, figure out what the next steps are to keep people inspired and connected. Some ideas:

1. Lead introductions at meetings
2. Plan social activities
3. Recruit local experts. Some volunteers have been following politics for decades
4. Here's where to find contact information for local chapters of partner organizations:
  - [Democracy Spring](#)
  - [Represent.US](#)
  - [Wolf-PAC](#)
  - [Common Cause](#)
  - League of Women Voters

Ask them about the status of campaign finance reform in your state, who's running, and who can we support. The best way to build collaboration is to show up to their events too, so find out their next volunteer meeting date.

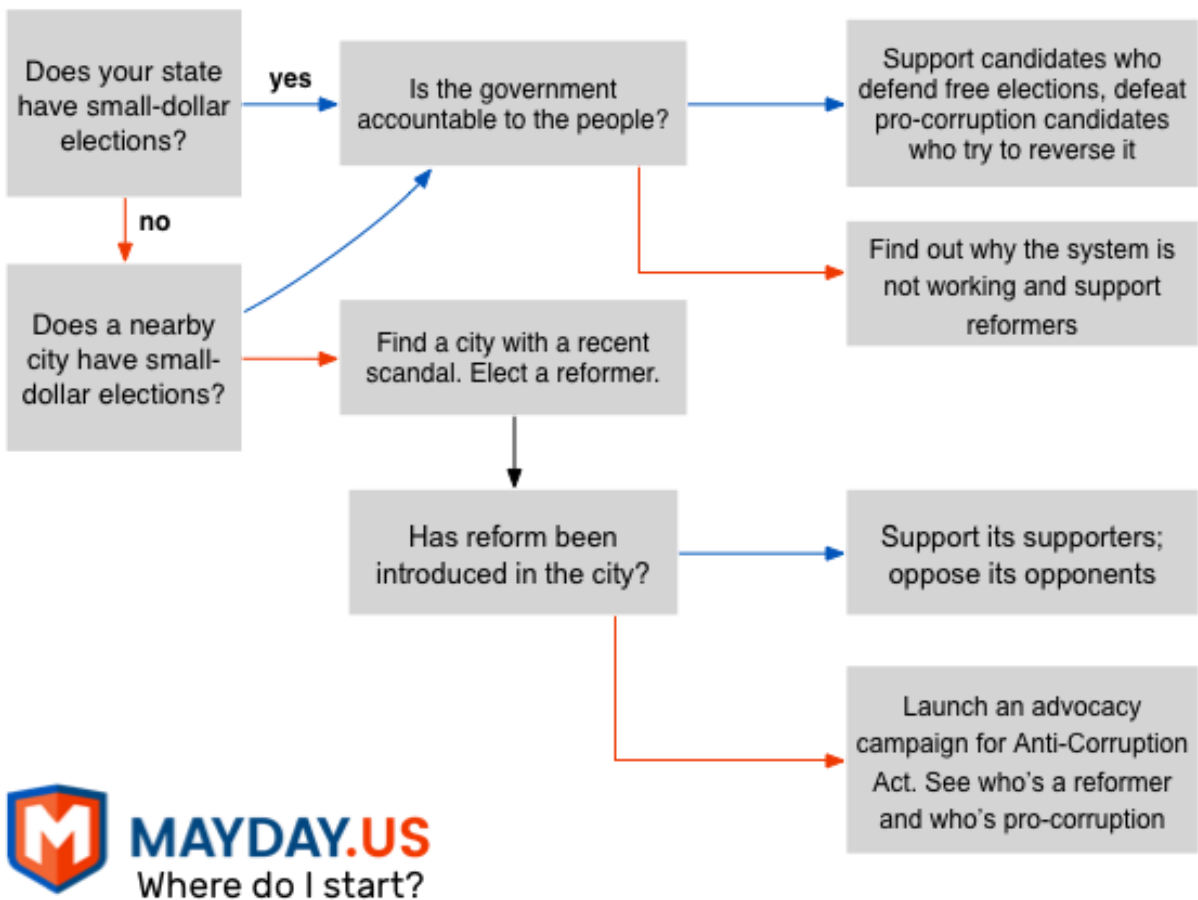


## Research reformers

Ideally we would have one big master list of all public officials and where they stand on big money politics. You could look up your state and district and see exactly who to support. But there are too many candidates to track, we're still building that list, so we need your help with research. Here's what that involves:

1. Find out who your city and state representatives are, who their challengers are (if any). A good way to get oriented is the Encyclopedia of Politicians [BallotPedia](#).
2. Research candidates' positions on Equal Voice for All, sponsored legislation, news articles related to free and fair elections
3. Search the news and their websites for their positions and proposed legislation
4. Of those people, who's running? Who's competitive? Which group had a recent scandal?
5. Check if they've signed the [Equal Voice for All Declaration](#). Some groups survey politicians on corruption issues, such as [WhoWillFightBigMoney](#)
6. [Here's a framework](#) for evaluating where candidates stand
7. Once you have a good sense of who you'd like to nominate, submit it to [mayday.us/nominate](http://mayday.us/nominate). You can also talk about it by [e-mailing us](#)

You shouldn't do this alone – pull in other teams and people you think will be good at this.



## How to choose a reformer

### Questions to consider:

- Did someone sponsor legislation?
- Did they sign EV4A?
- Was there a recent scandal at some level of government, due to lack of accountability to the public?
- Do they publicly talk about public financing of elections on their website?
- Are they endorsed by sister organizations?



## 2. Choose a target      3. Grow the movement      4. Elect a reformer      5. Pass reform

<p>Plan meeting logistics for a meeting to choose a target</p> <p>Activism</p>	<p>Organize public events (flyering, rallies) that raise awareness and build group</p> <ul style="list-style-type: none"> <li>Recruit at events</li> <li>Follow-up by phone, email and text</li> <li>Integrate new members into teams as the group expands</li> </ul>	<p>Organize get-out-the-vote campaigns</p> <ul style="list-style-type: none"> <li>Recruit at events</li> <li>Welcome new team members</li> <li>Help people destress!</li> </ul>	<p>Organize calls, rallies, and lobby days to influence political leaders to support reform proposals</p>
<p>Ask other money in politics groups for recommendations</p> <p>Welcoming</p>	<ul style="list-style-type: none"> <li>Learn how slack works</li> <li>Join MAYDAY slack</li> <li>Join <u>NationBuilder</u></li> <li>Promote endorsement on social media</li> </ul>	<p>Ensure that we are always recruiting at activism events, welcome new team members</p>	
<p>Digital</p>	<p>Recruit people online and by social media</p> <ul style="list-style-type: none"> <li>Use social media and digital ads to mobilize support for reformers</li> <li>For recruiting members</li> <li>And voter registration</li> </ul>	<p>Use social media and digital ads to mobilize support for reform proposals</p>	
<p>Research candidates' positions on Equal Voice for All, sponsored legislation, news articles</p> <p>Press &amp; Research</p>	<ul style="list-style-type: none"> <li>Write press releases on milestones</li> <li>Help people write letters to the editor</li> </ul>	<p>Lift up reformers, educate the public about money in politics through:</p> <ul style="list-style-type: none"> <li>Press releases</li> <li>Letters to the editor</li> </ul>	<ul style="list-style-type: none"> <li>Get press coverage of the ongoing voter engagement</li> <li>Call on legislators to pass the reform they said was important</li> </ul>

# Links

## Digital Resources

[Download Slack](#)

[Join MAYDAY Slack](#)

[How to use NationBuilder](#)

[MAYDAY Facebook](#)

[MAYDAY.US logos](#)

## Templates to get started

[Flyers](#)

[E-mails](#)

[Call scripts](#)

[Sign-up sheets](#)

[Collect stories](#)

[Event invite](#) sent via NationBuilder

[Conference call](#) invite via personal email

[Pledge/Petition](#) sent via NationBuilder

## Local Chapters of Sister Organizations

[Democracy Spring](#)

[Represent.US](#)

[WolfPac](#)

[Common Cause](#)

## Finding Reformers

[BallotPedia](#) - The Encyclopedia of American Politicians

[WhoWillFightBigMoney](#)

<http://www.equalvoice4all.us/>

# Get organized; get on Slack

Slack is a messaging platform that combines text messaging, file sharing, and e-mail into one digital space. You can access it from your computer, phone, or any browser.

- To join our slack, [enter your e-mail here](#).
- Then [download Slack here](#).
- Here's an [intro video](#).
- Once you get an e-mail invitation, join some channels, say hi, and poke around!

## Channels are group chats for a specific topic

Channels are where people can work on a common project area, share insights and updates, solicit and give feedback, or otherwise coordinate group work. Joining a channel allows you to send and receive messages to and from everyone else who belongs to that channel in one shared space.

Every topic gets its own channel, and things tend to run better when channels stay focused. The channel **#random** is a good place for everything else. To view some basic information on any channel, click the little “i” button in the top right-hand corner of your screen. This will open up a sidebar menu to see information about that channel, such as “**pinned items**” which are previous messages or shared files that have been “pinned” to the channel for easy future reference.

## Direct messages are private

To send a message to someone specifically, click “**DIRECT MESSAGES**” on left-hand side of your interface and select or search for the person you wish to message. You can direct message multiple people at once.

## Use @ to send notifications

You can notify different groups of people using the @ command. You can notify a specific person using **@user name**, everyone in a channel using **@channel**, or everyone in a channel who's currently online using **@here**. It's a good idea to notify individual people to make sure they see something, but try to use mass notifications sparingly. You can customize which notifications you see [here](#).

## That's all you need to get started!

These are the basics, but Slack can do a lot more. To learn more about the many nooks and crannies of Slack, visit their [Help Center](#).





“First they ignore you,  
then they laugh at you,  
then they fight you,  
then you win.”

Mahatma Gandhi



Once you have a reformer, you'll need to grow the team in order to mobilize enough voters:

## 1. Grow to 10 members

Members are the lifeblood of the organization. Ask your politically active friends to join and to connect you with others. Canvass in person, and network with groups we know are already interested. Train up members so they are plugged in to our digital tools, know our vision, and each other. Social gatherings such as [movie nights](#) can be fun.

Members vote on new endorsements in their state, and contribute at least \$10/month. These dues sustain the organization by supporting training, technology, our website, databases, and much more. If someone has financial difficulty, \$5 a month is OK. Although we have financial needs, our bigger need is for people; it's not about raising a certain dollar amount as much as finding enough people who will show up, get out the vote, and bring meaningful change to our country. Having a small barrier to entry helps focus our energy on recruiting the most serious and committed people. Members are also asked to volunteer, ideally 17.76 hours per election. Here is the [donation page](#), and [printable membership forms](#).

## 2. Hold a Rally

Start working together as a team, and make some noise by holding a rally to endorse a reformer. Below you'll find what each team has to do to pull off a great rallying event, and some benchmarks for each team to know if you're on track.

## 3. Grow to 30 members

Use the rally to kick off recruiting. Meet weekly and hold weekly events, such as canvassing, calling, training up new members. [Don't be afraid to have fun](#) while you're doing it :)

“First they ignore you, then they laugh at you, then they fight you, then you win.”  
Mahatma Gandhi



## Before the rally: Plan

- Come in knowing the most important goal for the meeting
- Set measurable goals, e.g. contact 200 people by phone, get 100 new signatures, grow the team by 10%
- Set a timeline
- Set a meeting agenda
- Work out logistics – time/place, supplies
- Create invitation [emails](#), [RSVP pages](#), and [fliers](#). Share them with Welcoming Team for turnout.

## During: Organize

- Walk through the agenda
- Write down ideas and decisions
- Identify actionable next steps
- Make sure each step is claimed by someone

## After: Follow up

- Follow up to remind people what they committed to do
- Remind people of the next meeting, including individual follow-up to ensure they're ready and attending
- At your next meeting, debrief what worked, what didn't, whether we met our goals

## Benchmarks

- Hold an activism opportunity every week. This could be the rally, turning volunteers out for endorsees' get-out-the-vote efforts, fundraising, recruiting.
- Help the other teams set their own measurable goals, and plan what they'll need to do to reach them.



## Before the rally: Get the word out

- Set up a [calendar event on MAYDAY.US](#)
- Make a Facebook event
- E-mail everyone on contact list – here's an [e-mail template](#)
- Flyers are good too
- Here are our [logos](#)

## During: Capture stories

- Take pictures, especially with [MAYDAY.US t-shirts](#)
- Collect quotes on why people are here – [printout for collecting quotes](#)

## After: Draw people in

- Critically: add people to our [NationBuilder!](#)
- Share pictures and quotes on social media regularly
- Add people to [Slack](#) and [Google Groups](#)
- Produce art, pictures, video, apparel – make the movement fun and desirable

## Benchmarks

- Circulate all events online
- Create content to post regularly online
- Train all new recruits to use our digital tools
- Train some people how to use Hustle and Callfire, or other methods for reaching volunteers. These methods of direct contact have a much higher conversion rate to showing up. See: [Callfire training manual](#) & [Hustle admin guide](#)



## Before the rally: Contact people

- Help current team members invite people through their social network
- Plan petitioning events to get contact info [with this sign-in form](#)
- Then invite people to come to meetings – [sample call script](#)
- Attend events of sister groups such as [Represent.us](#), [Common Cause](#), [Democracy Spring](#), [Wolf-PAC](#). They may not pass along an e-mail invitation, but you can bring a clipboard and sign-up sheet to their events, and co-sponsor events with them

## During: Build connections

- For every meeting: [sign in new people](#)! Capturing contact info is essential!
- Chat with new members, help them feel welcome
- Lead introductions and story sharing

## After: Build community

- Call or text to thank people for coming, check in to see if they have any questions.
- Greet people on slack

## Benchmarks

- Grow the team to 15 members, then 30
- Capture 100% of new people's contact info
- Turn out at least 10% of members to an action once a week



## **Before the rally: Pitch our story**

- The goal is to call out corruption reformers and corruption enablers, and reinforce the message that voters are mobilizing on this issue
- Collect contact information of local reporters – email, phone, many are on twitter
- Send a press release to local reporters. [Here's a press release template!](#)
- Help people write letters to the editor. Here's [a guide to LTE](#).
- Follow-up with reporters by email, phone, or twitter
- [Here are tips for preparing talking points](#) for media interview training
- Designate a press contact who's good at talking to the media

## **During: Talk to the media**

- Greet the press and introduce them to the press contact
- Hit your key points, and flag them ("Here's our point...")
- Don't be afraid to steer the conversation back to your key points if necessary ("We think the most important issue is...")
- Answer in complete sentences for better quotes
- Don't guess; refer reporters to someone else. ("I don't know, let me get back to you on that.")

## **After: Make it easy to write about us**

- Email reporters to thank them, follow up with any resources that were mentioned, and answer questions
- Track and share media coverage
- Continue writing press releases and letters to the editor

## **Benchmarks**

- Get press coverage once a month, whether that's a letter to the editor, guest op-ed, local coverage of a team's campaign activity. That probably requires sending something out once every 2 weeks.



## Movie Recommendations for Recruitment events

- Disobedience
- Inequality for All
- Citizen Koch available [here](#), and especially good for reaching out to conservatives
- Pay2Play available [here](#)
- Big Sky, Big Money [53:46] can be [streamed free from PBS](#)
- We The People and the Republic We Must Reclaim. Lawrence Lessig, [TED](#) [18:19]
- The Big Short – recent popular [film](#)
- MAYDAY.US short films [are here](#)

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FOR IMMEDIATE RELEASE

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## MAYDAY.US Endorses Zephyr Teachout for Congress

Her support for public financing of elections earns trust, endorsement

New York - Today, the anti-corruption organization MAYDAY.US endorsed Zephyr Teachout for New York's 19<sup>th</sup> congressional district.

Zephyr is a leading expert in, and advocate for, public financing of elections. Throughout her academic career and her strong showing in New York's 2014 gubernatorial race, Zephyr has shown her sincere commitment to tackling corruption in every corner of government.

MAYDAY.US CEO Cyrus Patten said, "Zephyr has been one of America's leading champions for reform for over a decade. Zephyr understands how big money interests set the agenda in Washington, and more importantly, she knows how to fix it. We need a complete overhaul of our political system and Zephyr will lead the change."

"Zephyr will be the Elizabeth Warren of the House. She will fight to unrig our pay-to-play political system and stand up for everyday Americans."

###

### About MAYDAY.US

MAYDAY.US is a cross--partisan movement of citizens fixing our broken political system. Big money has corrupted American democracy. We elect reformers to pass laws that empower voters, not special interests. The organization was founded in 2014 by Harvard Law Professor Lawrence Lessig and GOP strategist Mark McKinnon.

Ardon Shorr 8/16/16 9:31 AM

**Comment [1]:** This signals that journalists don't have to keep this information secret until a certain time

Ardon Shorr 8/16/16 9:31 AM

**Comment [2]:** make it easy to get in touch with you for follow-up questions or more information

Ardon Shorr 8/16/16 9:31 AM

**Comment [3]:** A short, one-sentence summary of who did what

Ardon Shorr 8/16/16 9:33 AM

**Comment [4]:** provide long and short quotes

Ardon Shorr 8/16/16 9:32 AM

**Comment [5]:** It's good to provide some context of who we are and what we're doing for people who don't know us yet



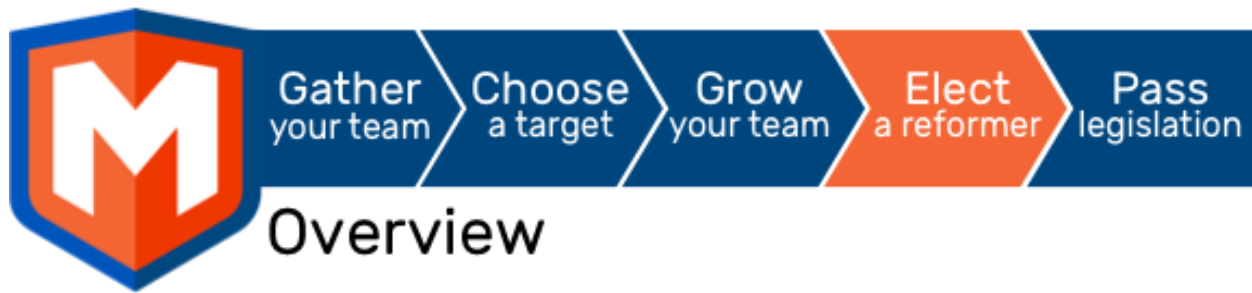


“It is not the critic who counts;  
not the one who points out how someone stumbles,  
or where the doer of deeds  
could have done them better.

The credit belongs to the one who is actually in the arena,  
who comes short again and again,  
because there is no effort without  
error and shortcoming;

but who actually strives to do the deeds;  
who knows great devotions to a worthy cause;  
who at the best knows in the end the triumph of high achievement,  
and who, at the worst,  
at least fails  
while daring greatly.”

Theodore Roosevelt



Knocking on doors and picking up a phone may not be glamorous, but getting out the vote is what democracy looks like. In this stage, connect with the reformer's campaign: support them, canvass, and maintain the group morale. When done right, it can be an incredible bonding experience and formation of a new community.

At this point, your teams can generate better plans than we have the ability to anticipate. Keep in touch with us at [grassroots@mayday.us](mailto:grassroots@mayday.us), and don't forget regular meetings to keep our eyes on the big picture. Below you'll find some general roles and benchmarks.

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[Digital](#)

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[Press & Research](#)

"It is not the critic who counts; not the one who points out how someone stumbles, or where the doer of deeds could have done them better.

The credit belongs to the one who is actually in the arena, who comes short again and again, because there is no effort without error and shortcoming;

but who actually strives to do the deeds; who knows great devotions to a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, at least fails while daring greatly."

Theodore Roosevelt



The way we win is by multiplying our vote. The most effective way to get votes is to have a personal conversation on the phone or on the doorstep. Organize afternoons of direct voter contact, and record them [with this form](#). Passion sparks passion – bring your beliefs about ending big money politics into every door you knock on. When you meet voters who resonate, ask them to join our ranks. Remember that our biggest obstacle is apathy – they know it’s a problem, so show them how easy it is to actually do something about it.

Get a reliable staff contact at the campaign, including phone and email. Work with them to use their data and staff so we don’t annoy voters who have already been contacted.

Since we are a PAC, [we cannot “coordinate” with a campaign](#). That means don’t discuss how we spend money, but volunteering is ok.

## Goals

- Weekly meetings
- Plug in to your chosen campaign
- Direct voter contact, and record it here: <http://tinyurl.com/MAYDAYcontact>
- Work towards press coverage showing that voters care about money in politics, and that candidates are accurately portrayed as *corruption reformers* or *corruption enablers*

## Benchmarks

Like in stage 3, you’ll want to organize weekly events, such as a rally, direct voter contact by phone or in person, fundraising. But at this stage, the main goal is not recruitment, it’s talking to voters to elect your candidate.



## Goals

- Use social media and ads to recruit volunteers and mobilize support for candidates
- Add recruits to our team [locally](#) and [nationally](#)
- Find the campaign's volunteer calendar. Sign up for their email list and volunteer alerts

## Benchmarks

- Post content online every few days. Share and react to other organizations content, supporting corruption reformers, and exposing corruption enablers.
- Grow views and follows 10% every week. Hashtags are surprisingly important for this
- Advertise weekly events online, in local meetup forums, facebook, twitter, instagram.



## Goals

- Turn out volunteers for activism events
- Recruit new volunteers at activism events
- Welcome new people with personal e-mails and phone calls
- Convert volunteers to active due-paying members
- Keep team cohesion with regular events to have fun and make connections

## Benchmarks

- Grow the active member base by 10% each week
- Turn out at least 30% of the base to each weekly event
- Check in personally with every new member once a week



## Goals

Get press coverage ([here's a template](#)) and organize letters to the editor ([here's a guide](#)). The goal is to educate the public about a candidate and increase name recognition, and show other candidates that fighting big money in politics is a winning issue. Build momentum towards election day.

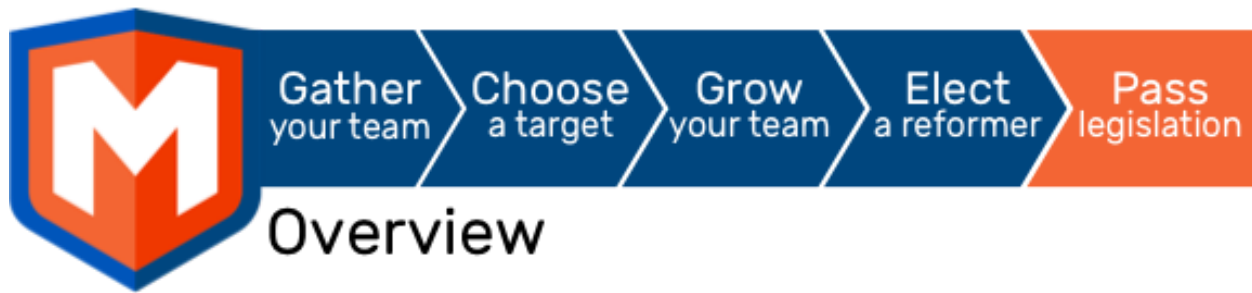
## Benchmarks

- Press coverage once a month to once a week



“I am not throwing away my shot.”

*Hamilton*



You've helped elect a reformer. Now help them reform.

## Anti-corruption legislation is three things:

1. Stop political bribery
2. End secret money
3. Give small donors a voice

You can find the policy descriptions of these principles in the [American Anti-Corruption Act](#).

## Here's how to ask your city council to pass a resolution:

1. Write a resolution. Here's [a template for anti-corruption resolutions](#).
2. Working with the reformer you helped elect, attend city council meetings. Make your case, and ask for their support. Schedule meetings with every member of the council or board to talk about the issue and answer their questions.
3. When the day for the vote arrives, pack the room with supporters and peaceful demonstrators to pressure officials to adopt the resolution.

By the way, the reason we have to elect reformers first is to create a mandate for reform, and because not all cities and states allow councils to place resolutions directly on the ballot.

At this point you should have a strong alliance with the local community and a newly elected reformer. Be prepared for persistence through the last mile, and then help other cities learn from you.

It's been a pleasure fighting corruption with you.

Let's get to work.

*"I am not throwing away my shot." -Hamilton*