



Local Chapters' Organizing Guide

Overview

WPC's grassroots campaign to establish public campaign financing is only as strong as our local chapters, where much of the real grassroots organizing work and citizen lobbying takes place.

Our hope and plan is to establish local chapters covering many – if not all – legislative districts in the state. Cities may have one chapter city-wide, with subgroups for each LD; in eastern Washington where large LDs cover several counties, WPC chapters may be county-based.

Organizing work of the chapters includes most elements of our strategic plan:

- **Public education**, to build awareness of Clean Campaigns proposals.
- **Outreach** to specific constituencies and organizations, to create coalition connections.
- **Citizen lobbying** of public officials and legislators, to encourage and secure their support for Clean Campaigns.
- **Membership development**, including volunteer recruitment to “staff” our work.
- **Fund raising** and resource development, where possible.

Chapters are encouraged to prepare and follow a **work plan**, spelling out **activities** the chapter will carry out, ideally with **benchmarks**, targets or measurements of success, **target dates**, and **who** will do it. And, chapters are encouraged to **recruit volunteers** to specific roles, as listed below, corresponding to activities that need to happen all over the state.

Chapter activities

Outreach and public education activities

- Arrange and host regular meet-ups, informal gatherings for information sharing among new and current members; get-to-know-you affairs, to build working relationships.
- Arrange tabling at street fairs, outdoor markets or similar venues – as opportunities to distribute brochures and gather mailing list sign-ups and signatures on the Citizens' Petition.
- Arrange neighborhood house parties – show the Clean Campaigns DVD, gather signatures, recruit members and volunteers.
- Solicit opportunities for speaker presentations to groups; and arrange/sponsor public forums.
- Solicit endorsements for WPC/Clean Campaigns, from organizations (neighborhood groups, unions, faith and social action groups, etc.)
- Seek media coverage and support – via LTE's (Letters To Editor), Op-Eds, blogging, radio shows and call-in, and meetings with editorial boards.
- Place informational articles in organization newsletters, perhaps with website links to WPC.

Citizen lobbying activities

- Arrange and coordinate citizen messages to local officials, state legislators and federal representatives (by letters, emails, phone calls, etc.), expressing support for Clean Campaigns.
- Meet with local legislators, with delegations of supporters. Show pages of Citizen Petition signatures to demonstrate public support. Ask legislators to endorse the principle of public financing, and to support specific legislative proposals (as introduced).
- Seek meetings with federal representatives, asking them to support federal Clean Campaign proposals (Fair Elections Now Act, S.936, and Clean Money Clean Elections Act (HR 3099)).
- Attend legislative public hearings in Olympia – or arrange call-in – to demonstrate public support for specific bills.
- Perhaps, arrange and sponsor community hearings – with a panel of community leaders hearing testimony on why we need Clean Campaigns legislation.

Chapter Leadership and Volunteers

Chapters are encouraged to recruit and appoint volunteer leaders and task teams, such as the following, who will take responsibility to oversee, coordinate and “staff” tasks as decided by the chapter. Some of these tasks and positions might be combined, or handled by teams.

Chapter Coordinator(s): Convene/lead chapter meetings and activities; liaison by default to WPC board, staff and Statewide Steering Committee; although anyone may be designated as SSC rep.

Meet-up Coordinator: Arrange and conduct regular Meet-Up gatherings; post notice of meetings and meet-ups on WPC website calendar.

Membership Coordinator (or team): Maintain local list of supporters, list-serve, or whatever means works best for internal chapter communication.

Data Entry Coordinator/Team: Enter names in WPC database, as part of statewide team.

Tabling & Citizen Petition Coordinator (or team): Find locations (street fairs, outdoor markets, etc.) suitable for informational tabling; and coordinate outreach volunteers to staff tables and gather signatures on Citizen Petition forms.

Speaker Bureau Liaison: Solicit speaking engagements; coordinate with Speaker Bureau Coordinator (Annie Philips) to schedule speakers at presentations and arrange training workshops.

Media Communications Coordinator: Oversee chapter members’ efforts at media coverage, LTE’s, blogging entries, Op-eds and articles placed in organizational newsletters.

Legislative Action Coordinator: Oversee and coordinate citizen lobbying by chapter members; liaison to WPC Policy Committee and Legislative Action Team.

Special Events Volunteers: Teams organized for planning and logistics, when the chapter takes on special events, such as a public forum, or community hearing, etc.

Coalitions / Allies Liaison: Coordinate efforts to seek endorsements and participation by potential organizational allies at the local level, including faith groups, political groups, neighborhood organizations, and similar groups; in selected cases, serve as a member of a statewide team seeking coalition relationships.