

# Road Ahead 2010 - Priorities for WPC Local Councils/Chapters

*Outline of Goals, Activities – draft 3-25-10*

## Goals:

1. Develop wider public awareness of Clean Elections / Voter-Owned Elections programs:  
What it is, why it's needed, how it works, how it will enable progress on issues we care about.  
And, how we must organize, to achieve public financing of campaigns in WA state and Congress.
2. Broaden local coalition support and participation in this organizing work, through local chapters.
3. Develop and coordinate local activities (by individuals and task teams), to increase awareness and demonstrate support for CE/VOE, to connect the dots with related issue groups, and to build momentum. Resolutions of support. Action around issues. Signature campaigns. Other...

## Activities to consider:

- WPC information tables at street fairs, parks, markets and public events
- WPC presence at candidate forums: Ask Q's of candidates and to generate audience attention. Have WashClean literature, sign-up sheets. Ask questions such as:
  - What's your response to the U.S. Supreme Court ruling (in *Citizens United*) that unleashes unlimited corporate spending to influence the outcome of elections?
  - Will you support Voter-Owned Elections (public financing of campaigns)? This eliminates "dialing for dollars" – so that elections are decided by issues and voters, rather than who can raise the most money.
- Speaking presentations: Solicit opportunities to talk with local groups: unions, faith groups, book clubs, neighborhood groups, civic organizations, political party organizations ...
- Media work: Spread information through blogging, LTE's, Op-Eds, editorial board presentations
- Recognize "connect the dots" issues – and research the details to make the connections with local single-issue groups whose progress on their issue depends on reducing the power and influence of special-interest lobbies. Demonstrate how Voter-Owned Elections would make a difference.
- Write up stories (connecting the dots) – for speakers, blogging, publication, etc.
- Survey, ask and record (among coalition partners and single-issue organizations):
  - Are you (your members) concerned about the undue influence of lobbyists and money?
  - Is progress on your issue deflected or stymied by lobbyists with well-heeled clients?
  - Do you know about solutions, such as Voter-Owned Elections, public financing of campaigns?
  - Will you work with WashClean, to fight for change?
- Membership promo work: Build savvy and experience, at outreach, organizing, signature-gathering
- Other ...

## Possible WPC workshops ... and follow-up coaching by trained staff / volunteers

### Topics may include:

- The issues: Voter-Owned ("Clean") Elections / Public Financing of Campaigns programs  
Why it's needed / how it works / FAQ / Tough Q's and Answers /
- Outreach organizing – How to do it; how to build coalitions and participation
- Strategy planning – How to mobilize and demonstrate support for an issue
- Specific skills: Effective meetings, media work, legislative lobbying, etc.

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