

Presentation Outline for Outreach Speakers

Prior to speaking

Make sure you have all necessary props:

DVD video, (and test the equipment beforehand)

Brochures and handouts

Sign-up sheets, and clipboards (and pens)

Contribution box

Know and assess your audience. For example:

Who are they? What likely preconceptions? How politically experienced and involved are they?

How familiar are they already with this issue, and with public financing of campaigns?

What are their expectations of your presentation?

What *don't* they know, that you should convey?

Presentation objectives

At the end of the presentation, we want people to know the answers to:

What is public financing of campaigns?

Why and how does it reduce the influence of big donors and restore the voice of average voters?

Where is it happening? How does it work?

What is the outcome? Do voters and legislators like it?

What is WPC doing – in Washington State – to bring it about, here?

What can the audience do, to help us?

And... answers to any “tough questions” they may ask.

Summary of Points to Make, Elements of the Presentation

Perhaps it's useful to distinguish – fin your own mind –four parts of the presentation:

1. INTRO – Who we are, why we are
2. DVD VIDEO – and how public financing works (in other states, or in our proposals)
3. WHAT WE'RE DOING – legislatively, and with field organizing – to make it happen
4. WHAT WE NEED from our members and the public audience

1. **Introduce yourself.**

Say who you are, and who WPC is.

2. Briefly - explain **why WPC was formed** (2003) and what our mission is:

To organize support for public funding of campaigns in Washington state; and **to achieve legislation that enacts public financing of campaigns.**

Perhaps give a preview, of **how we are doing this** (but you'll go into more detail later): through public presentations, media work, direct lobbying, building coalitions, and local organizing to help citizens express their views and lobby their representatives.

3. **Introduce the DVD-video**

"Clean Elections: Changing the Face of America" – narrated by Bill Moyers

The video was made in the spring of 2006. It documents how public financing works in Arizona and Maine, and how well the programs are succeeding.

4. **Show the video.**

Ask what they think, how they liked it, and if there are some comments.

5. **Restate key points in the video,** how Clean Campaigns works:

Not mandatory. Public financing is optional (because of Constitutional requirements of the First Amendment) – but it's increasingly attractive to incumbents and other candidates alike.

Candidates qualify by collecting signatures and \$5 each, from a set # of voters in their district.

And then, by accepting public funds, candidates agree to run their campaign only on the public funds provided – that is, not to accept any more private donations, and not to use any of their own money. Public financing can provide the full funding necessary to run both a primary and a general campaign.

There can be matching funds: automatic increases in funding – matching the spending by candidates who use private money – to keep the playing field level.

Matching funds (increases) also apply for ads by independent groups (so-called Swift-Boat ads).

We can set the qualifying level appropriate to our state, for candidates to qualify for public financing: For instance: How many signatures shall be necessary from voters in their district, accompanied by a set nominal donation from each.

We can toughen the requirements for reporting by third parties that pay for issue ads or attack ads (sometimes called "swift-boating") – keeping the playing field level, with increases in funds, to reply to the negative ads.

It's affordable: Less than \$5 per person, per year. (Our research suggests: \$3.58/person/year, for all statewide, legislative, and judicial races.) Funded by the state general fund.

Results are positive.

Each year, more incumbents and candidates are running on Clean Money, and they are winning. (over 3/4ths of Maine legislature; 10 of 11 top statewide positions in Arizona)

With public funding, a wider variety of candidates actually run: more women, more people of color, diverse opinions, and candidates who represent previously under-represented constituencies.

Incumbents and candidates no longer need to "dial for dollars." Instead, they spend more time with voters and issues.

Voters support it: their voice is equal to any lobbyist or big donor

Public policy results: Lower-priced Rx drugs, affordable health care, restricted tobacco ads, etc.

Clean Money legislators have stared down pharmaceutical corps, tobacco, banking, and insurance industries to enact these programs.

Take questions – on how Clean Campaigns work and what are the results.

6. What WPC has done to bring this about in Washington:

a) Three legislative proposals, working with sponsoring legislators:

Eliminate the ban on local programs – to allow cities to experiment

Statewide program to fund judicial races

Comprehensive program– statewide and legislative campaigns

b) Legislative action program:

Direct lobbying of key legislators (on committees, key districts)

Indirect lobbying, by organizing “citizen lobby” in each district

c) Public education and support activities:

Presentations, public outreach

Seeking organizational allies – other groups that will endorse this effort

Media work: publicizing / Op-ed articles / Blogging / Radio & TV interviews

Public events: forums, etc.

The Clean Campaigns bills didn’t make it in the 2007 state legislative session, but that’s just the beginning; see “The Road Ahead for Clean Campaigns” document on the washclean.org website.

7. What we need

Join Washington Public Campaigns as a supporting member. Sign up to receive periodic updates.

Make a contribution toward our expenses for voter education, lobbying and local organizing.

Talk with friends and neighbors. Explain how public campaigns can restore our voice.

Create and participate in **local meet-ups or chapters**, to organize all of this.

Seek endorsements from groups you belong to, from local media, etc.

Arrange more opportunities (like this) for **presentations** by a WPC outreach speaker.

Write letters to your local paper, expressing support.

Ask your local legislators to support public financing of campaigns, to eliminate “dialing for dollars” and to restore our citizen voice in lawmaking and public policy.

Participate in public hearings during the legislative session in Olympia

Make a strong pitch for contributions and membership. Pass the \$-collection box.

Folks, this is the most important change we can fight for, to restore our voice and democracy. It's a reform that makes all other reforms possible, because once campaigns are financed with public money, legislators and public officials will not be beholden to any special interest – only to the voters. They can do what's in the public interest.

We need a **tidal wave of citizen action**, public demand, and a financial war chest. We need funds for staff coordination, public education, and to coordinate lobby activities.

8. Answer any questions.

Thank the group for their interest and support.

Working together, we can have a government of, by, and for the people!

Contact Information

Name _____

Address _____

Phone _____ E-mail _____ Fax Number _____