

Welcome to

**POWER UP**

**Spokane Session #2**

November 9, 2019



The ACLU would like to

**ACKNOWLEDGE**

**THAT WE ARE ON**

**INDIGENOUS LAND**

of the traditional territories of the  
Spokane Tribe.

# Why We Use Pronouns

- We recognize that gender is a spectrum and people might have a different gender identity than the one you perceive them to have. Sharing your pronouns shows respect for everyone's gender identity and creates a more welcoming space for all.
- If you didn't already grab one, pronoun stickers are available at the check-in table.



# Housekeeping

- Coffee, tea, and water are available – please help yourself at any time.
- All bathrooms are gender neutral.
- We will take a break for lunch around 11:45am. The training will end at 2pm.
- Please feel free to ask questions throughout the training!

# Community Agreements

1. Observe the “Platinum” rule.
2. Acknowledge intent and address impact.
3. Be present and lean in.
4. Be mindful of technology use.
5. Hear and be heard.
6. Observe the “One mic, one voice” rule.
7. Avoid putting people on blast.
8. Care for yourself and others.
9. Commit to learning.
10. Have fun!

# What We Covered in Session 1

- Visioning: What is the world we want to create?
- Four Types of Power (Consumer, Disruptive, Legal/Regulatory, and Political Power)
- Racism & Implicit Bias: Shared Definitions
- Root Cause Tree Tool
- “Respectability Politics”
- Storytelling & Personal Narrative
- Relational Meetings
- Leadership Structures
- Running Effective & Inclusive Meetings

# Agenda

10:00 – 11:45 am	<b>Designing the Blueprint</b> Identifying Stakeholders, Mapping Power & Identifying Targets, Creating a Strategy Chart
11:45am – 12:15pm	<b>Lunch Break</b>
12:15 – 1:00pm	<b>Choosing &amp; Using Tactics</b> Lawmaker Engagement Tactics
1:00 – 1:30pm	<b>Navigating the Legislative Process</b> Washington Legislature, How a Bill Becomes Law
1:30 – 2:00pm	<b>Bringing It All Together</b> Sustaining Your Activism, Making Commitments

# Introductions

Please turn to the person next to you and introduce yourself.

1. Name
2. Pronouns
3. Location (city or neighborhood)
4. What motivates you to be an activist?



# **ENERGIZER: Strengthening Our Organizing & Leadership Muscles**

Part 2: Designing the Blueprint

# Identifying Stakeholders

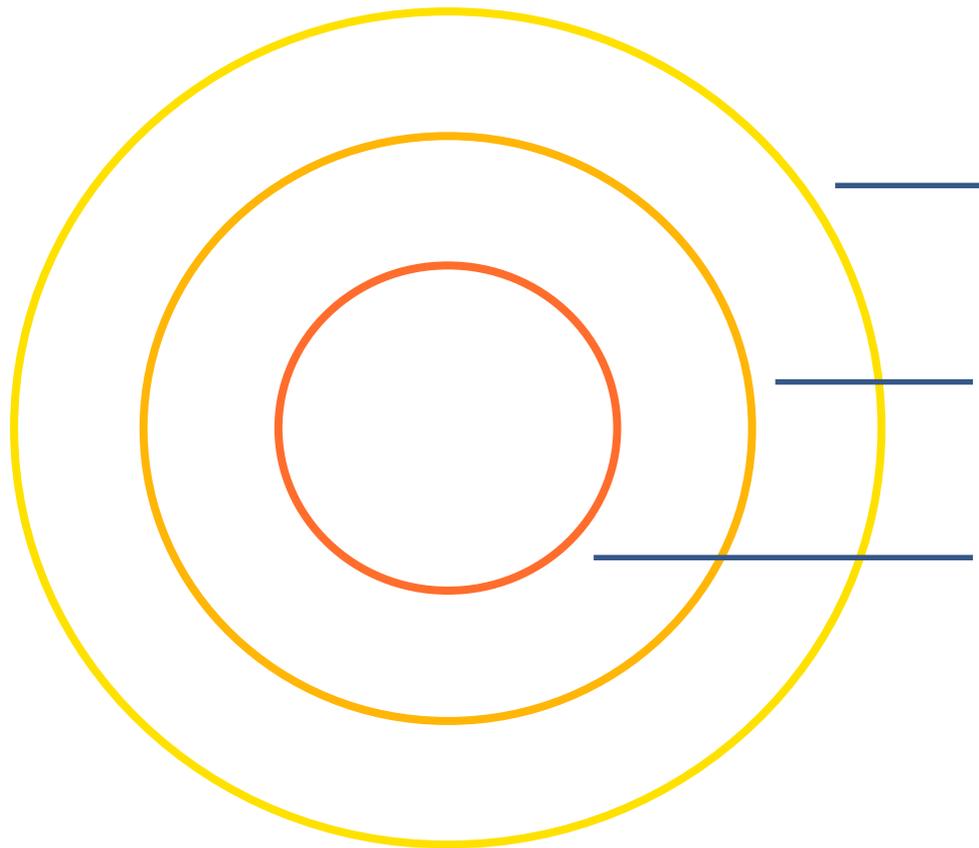
# What is a stakeholder?

- Directly impacted individuals with lived experience
- Friends, families, and communities of directly impacted
- Direct service providers
- Researchers
- People who cause or contribute to the problem
- Government entity
- Academic institution
- Organization

# Why do stakeholders matter?

- To prioritize and elevate the voices of people directly impacted by a problem
- To find out more about the problem – or even if what we are working on is the problem
- To gain clarity about the nature and scope of the problem
- To build collective power

# Circle of Influence Stakeholder Map



**OUTER RING:** Indirect impact and a significant degree of interest and/or influence

**MIDDLE RING:** Stakeholders with less direct impact, but high degree of interest and/or influence

**INNER RING:** Stakeholders who most directly impact and/or are impacted by our work and/or who have the highest degree of interest and influence

# Circle of Influence: Practice

- Spend 5-10 minutes in your group talking about the list of stakeholders you brainstormed and decide where to put them on the chart.
- Think about:
  - Should any of the stakeholders be moved to a different circle?
  - Who is missing from this chart?
- We will use the stakeholders you've chosen to help with our next activity.

# Mapping Power & Identifying Targets

# What is a power map?

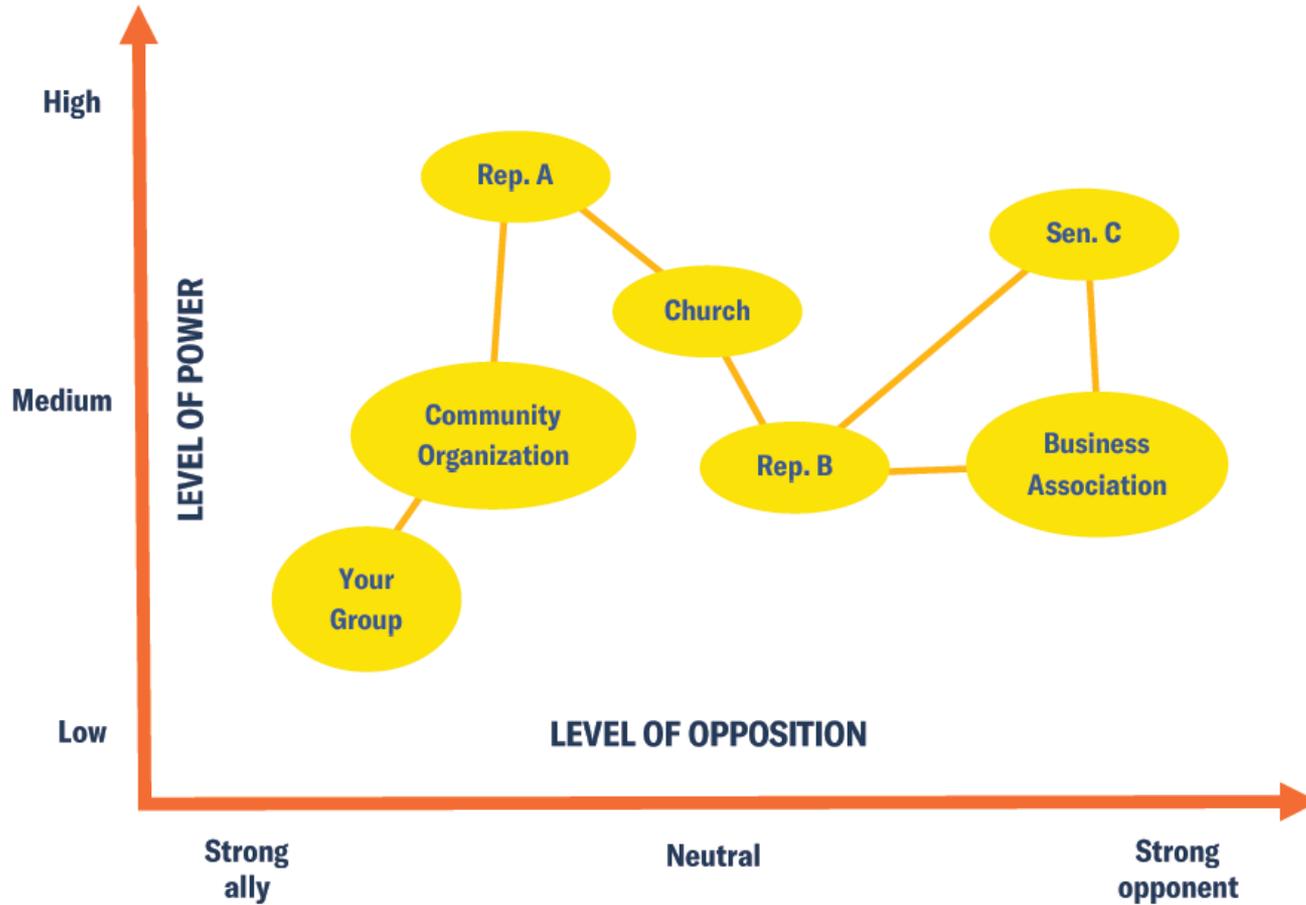
- A power map is a tool to help identify decisionmakers and influencers, understand their relationships to one another, and develop a strategy to leverage those relationships to achieve change.
- The model we are using today comes from Andrew Boyd for Beautiful Rising.

# How to create a Power Map

- Step 1: Identify the problem you are trying to fix.
- Step 2: Identify the main stakeholders.
  - Who created the problem you are trying to solve?
  - Who is impacted?
  - Who is trying to fix the problem?
- Step 3: Research the stakeholders. Who (or what) influences them?
  - Examples: Money, media, caucus leadership & colleagues, other elected officials, associations, relationships (friends, family, endorsers, voters)

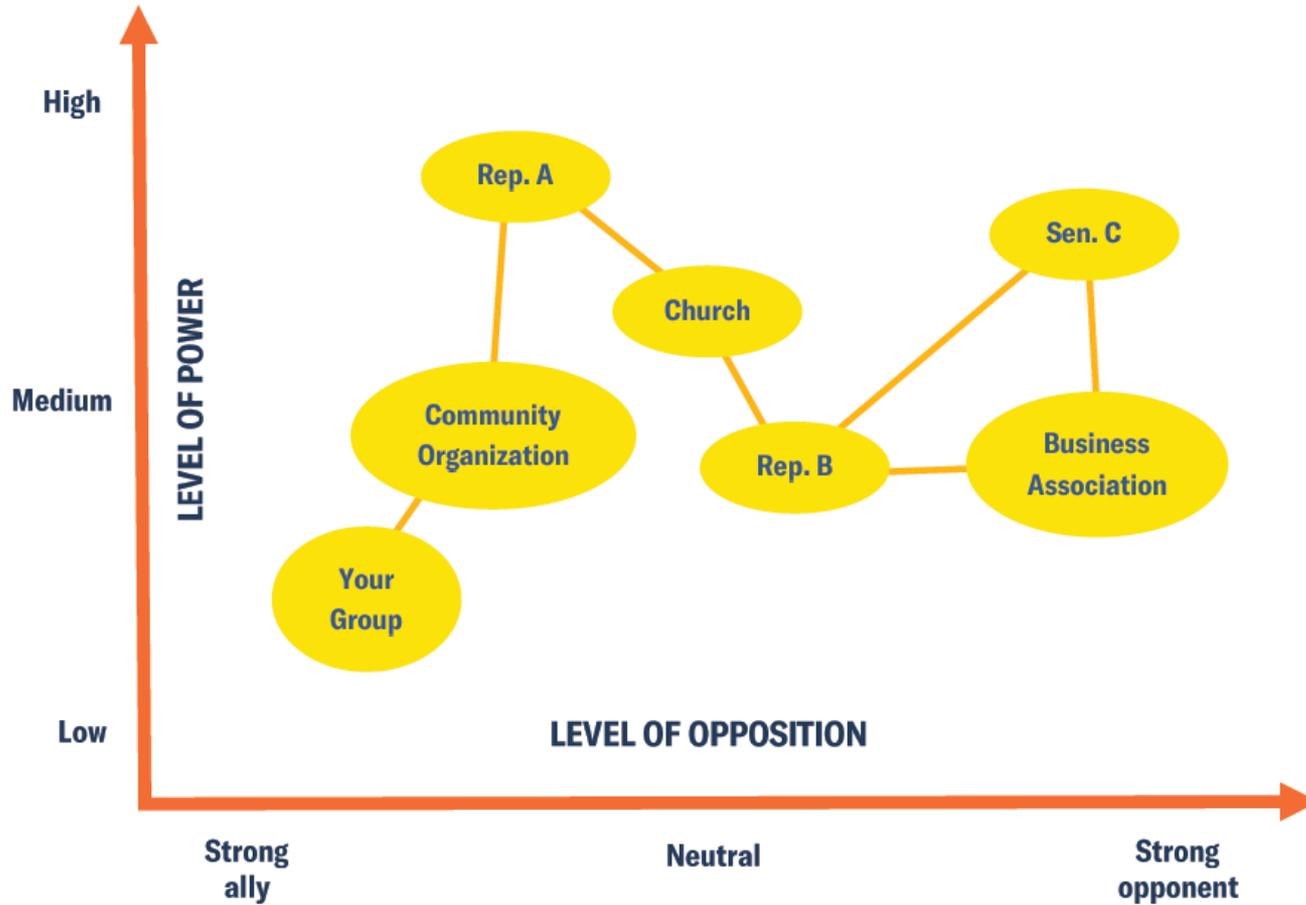
# How to create a Power Map

- Step 4: Identify your primary and secondary targets.
  - Primary: Who has the power to fix the problem, but hasn't taken action?
  - Secondary: Who has influence over the person with power?
- Step 5: Plot targets and relationships.
  - You need to know enough to estimate their level of power and their level of support for your issue.
  - This is an iterative process!



# How to create a Power Map

- Step 6: Identify priority targets.
  - Who has the most connections?
  - Who has the strongest level of influence?
  - Who do you have a relationship with? Are you in a position of power?



# How to create a Power Map

- Step 7: Make a plan.
  - Are you moving your targets to greater support?
  - Are you moving your targets up to be more powerful or more committed?
  - Are you building new relationships?
- Step 8: Repeat and revise.

# Power Map: Practice (15 min)

- Choose a hypothetical short-term goal.
  - Good: Get our bill that ends school suspensions out of X committee. Specific!
  - Bad: End the school-to-prison pipeline. Too broad!
- Place the sticky notes from the Circle of Influence on the Power Map (underneath) according to their level of power and support.
- Draw lines where you think relationships exist between stakeholders.
- Based on this assessment, who would you choose as a primary target? Secondary target?

# Power Map: Debrief

- What was your short-term goal?
- Who did you identify as your primary target?
- Did you identify any secondary targets? If so, who?

# Setting Goals & Crafting a Strategy

# Setting “SMARTIE” Goals

- Strategic
- Measurable
- Ambitious
- Realistic
- Time-bound
- Inclusive
- Equitable



Source: Adapted from The Management Center

# Midwest Academy Strategy Chart

## Goals

**Long-Term:** What you really want

**Intermediate:** What you are trying to win now

**Short-Term:** Step to the intermediate goal

# Midwest Academy Strategy Chart

Goals	Capacity
<p><b>Long-Term:</b> What you really want</p> <p><b>Intermediate:</b> What you are trying to win now</p> <p><b>Short-Term:</b> Step to the intermediate goal</p>	<p><b>What we have:</b></p> <ul style="list-style-type: none"><li>• People</li><li>• Time</li><li>• Space</li><li>• Skills</li><li>• Connections</li><li>• Audience</li><li>• Funding</li></ul> <p><b>What we need:</b></p> <ul style="list-style-type: none"><li>• New members</li><li>• Leadership</li><li>• Organizing skills</li><li>• Policy or institutional knowledge</li></ul>

# Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders
<p><b>Long-Term:</b> What you really want</p> <p><b>Intermediate:</b> What you are trying to win now</p> <p><b>Short-Term:</b> Step to the intermediate goal</p>	<p><b>What we have:</b></p> <ul style="list-style-type: none"><li>• People</li><li>• Time</li><li>• Space</li><li>• Skills</li><li>• Connections</li><li>• Audience</li><li>• Funding</li></ul> <p><b>What we need:</b></p> <ul style="list-style-type: none"><li>• New members</li><li>• Leadership</li><li>• Organizing skills</li><li>• Policy or institutional knowledge</li></ul>	<p><b>Who cares about the issue?</b> (Think about your Circle of Influence chart!)</p> <p><b>Who are your opponents?</b></p> <ul style="list-style-type: none"><li>• What will your success cost them?</li><li>• How will they oppose you?</li><li>• How strong are they?</li><li>• What power do they have over the target?</li></ul>

# Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders	Targets
<p><b>Long-Term:</b> What you really want</p> <p><b>Intermediate:</b> What you are trying to win now</p> <p><b>Short-Term:</b> Step to the intermediate goal</p>	<p><b>What we have:</b></p> <ul style="list-style-type: none"> <li>• People</li> <li>• Time</li> <li>• Space</li> <li>• Skills</li> <li>• Connections</li> <li>• Audience</li> <li>• Funding</li> </ul> <p><b>What we need:</b></p> <ul style="list-style-type: none"> <li>• New members</li> <li>• Leadership</li> <li>• Organizing skills</li> <li>• Policy or institutional knowledge</li> </ul>	<p><b>Who cares about the issue?</b> (Think about your Circle of Influence chart!)</p> <p><b>Who are your opponents?</b></p> <ul style="list-style-type: none"> <li>• What will your success cost them?</li> <li>• How will they oppose you?</li> <li>• How strong are they?</li> <li>• What power do they have over the target?</li> </ul>	<p><b>Primary target:</b> Person who has the power to give you what you want</p> <p><b>Secondary target:</b> People who have power or influence over your primary target (e.g. donors, voters, employers)</p>

# Midwest Academy Strategy Chart

Goals	Capacity	Stakeholders	Targets	Tactics
<p><b>Long-Term:</b> What you really want</p> <p><b>Intermediate:</b> What you are trying to win now</p> <p><b>Short-Term:</b> Step to the intermediate goal</p>	<p><b>What we have:</b></p> <ul style="list-style-type: none"> <li>• People</li> <li>• Time</li> <li>• Space</li> <li>• Skills</li> <li>• Connections</li> <li>• Audience</li> <li>• Funding</li> </ul> <p><b>What we need:</b></p> <ul style="list-style-type: none"> <li>• New members</li> <li>• Leadership</li> <li>• Organizing skills</li> <li>• Policy or institutional knowledge</li> </ul>	<p><b>Who cares about the issue?</b> (Think about your Circle of Influence chart!)</p> <p><b>Who are your opponents?</b></p> <ul style="list-style-type: none"> <li>• What will your success cost them?</li> <li>• How will they oppose you?</li> <li>• How strong are they?</li> <li>• What power do they have over the target?</li> </ul>	<p><b>Primary target:</b> Person who has the power to give you what you want</p> <p><b>Secondary target:</b> People who have power or influence over your primary target (e.g. donors, voters, employers)</p>	<p><b>Actions you will take to move your target to say yes to the short-term goal</b></p> <p><b>Tactics must:</b></p> <ul style="list-style-type: none"> <li>• Show your power &amp; build your power</li> <li>• Be directed toward the targets</li> <li>• Move you closer to your goals</li> <li>• Make sense to your stakeholders</li> <li>• Be flexible &amp; creative</li> </ul>

# Midwest Academy Strategy Chart: Practice (25 min)

- Using the Strategy Chart handout, start to map out a potential strategy for your problem on the chart paper.
- Start with your goals!
- This is hypothetical, so you may not be able to fill out “Capacity” completely.
- Focus on Goals, Stakeholders, and Targets.
- Don’t focus on Tactics! (We’ll dive into tactics next!)

**LUNCH BREAK!**

# **AMPLIFIER: Choosing & Using Tactics**

# What is a tactic?

- The actions you take to influence your targets.
- Tactics should:
  - Show your power to the target while also building the power of your group
  - Be directed toward the primary or secondary targets
  - Move you closer to achieving your goals
  - Be flexible and creative
  - Make sense to your stakeholders
  - Be within reach of your own members so they are willing to participate.

# Meeting with Lawmakers

# Lawmaker Meetings

- In-person meetings with your elected officials are one of the best ways to build relationships, share your priorities, and hold lawmakers accountable for their votes and actions.



# How to Attend a Lawmaker Meeting

## Before the meeting:

1. Request your meeting.
  - a. Clearly state your interest. Mention a bill number, if you have one.
  - b. Understand that you might meet with a staff member.
2. Prepare for your meeting.
3. Decide who will attend the meeting.
4. Agree on talking points.
5. Plan out your meeting.
6. Decide what you want to achieve.

# How to Attend a Lawmaker Meeting

## During the meeting:

1. Be prompt and patient.
2. Keep it short and focused.
3. Stick to your talking points.
4. Provide personal and local examples.
5. Saying “I don’t know” can be a smart political move!

# How to Attend a Lawmaker Meeting

## After the meeting:

1. Compare notes with everyone in your group.
2. Follow up in a timely fashion. Thank the lawmaker for their time, remind them of what you discussed, and send any materials or information they may have requested.
3. Thank the legislator for positive action.

# Lawmaker Meeting: Fish Bowl Practice



# Calling & Writing Lawmakers

# Calling & Writing Lawmakers

- Letters, postcards, and emails are extremely effective!
- Legislative assistants typically count the number of messages they receive on a given topic or bill, so quantity matters.
- Consider coordinating your calls, emails, and postcards with the legislative calendar so they will be delivered when they have the most impact, such as just before a committee or floor vote.



# Writing to Elected Officials

1. Keep it brief (no more than a few paragraphs). Limit your message to one issue.
2. State who you are and what you want up front. Don't forget to mention that you are a constituent!
3. Hit your three most important points.
4. Personalize your letter. Personal stories make the biggest impact.
5. Personalize your relationship, if you can.
6. Remember: Your opinion matters.

# Calling Elected Officials



1. Find your lawmaker's phone number online or call the Washington State Legislative Center.
2. It's unlikely you will speak directly with your legislator; instead, leave a message with their aide.
3. Like in your letter, be clear and direct about why you are calling. Mention a bill number if applicable and identify yourself as a constituent.

# Public Comment

# Public Comment

- There are opportunities at all levels of government to provide public comment on proposed legislation, rules, and appointments.



# Preparing to Testify

- You may only be given two minutes to speak.
- Organize your thoughts about what you want to say. Write out every word and practice! Watch committee hearings on TVW to get a feel for the process.
- Begin your presentation with “Chair [Name] and members of the committee, I am [your name] from [city]. I am here as a constituent. I support/oppose this bill.” Then tell your story:
  1. Tell them a little about yourself.
  2. Tell them why you care about this bill.
  3. Provide your key points – no more than three.
  4. Conclude with thanks and reaffirm your position.

# Testifying at Committee Hearings

- Plan on arriving early, particularly in Olympia.
- Dress neatly and avoid clothing with political slogans.
- Don't forget to sign in support or opposition of the bill at the electronic kiosk! This becomes part of public record.
- The committee chair will determine the order in which bills are heard, plus which and in what order speakers are called.
- The committee chair may use a red/yellow/green light to time your testimony.
- Bring written copies for committee members if possible.
- Be prepared to ask questions.

# Other Public Comment Opportunities

- Many agencies and local governing bodies accept written public comment on a proposed rule or ordinance.
- You can also submit comments on state bills through the Washington legislative website:

## SB 5497 - 2019-20

Establishing a statewide policy supporting Washington state's economy and immigrants' role in the workplace.

Sponsors: Wellman, Nguyen, Hasegawa, Kuderer, Frockt, Das, Keiser, Saldaña, Mullet, McCoy, Randall, Cleveland, Hunt, Lias, Conway, Darneille

Companion Bill: HB 1815

### Bill Status-at-a-Glance

See [Bill History](#) for complete details on the bill

As of Wednesday, November 6, 2019 03:28 PM

#### Current Version:

Engrossed 2nd Substitute - E2SSB  
5497

#### Current Status:

C 440 L 19

 Comment on this bill

 Get Email Notifications

 RSS Notifications

# Media Tactics

# Letters to the Editor (LTEs)



- LTEs can help achieve advocacy goals because they:
  - Reach a large audience
  - Are often monitored by elected officials
  - Can bring up information not addressed in a news article
  - Create an impression of widespread support for or opposition to an issue

# Letters to the Editor (LTEs)

- Keep it short and on one subject.
- Follow this outline: introduce the topic, state your position, tell your personal story, state a few key facts, and conclude with your call to action.
- Send letters to weekly community newspapers, too.
- Be sure to include your contact information.
- Make reference to the newspaper.
- Email or mail a copy to your campaign target.
- If your letter isn't published within a few days, make some tweaks and submit again.

# Social Media

- Social media is an easy way to generate attention, but it's also hard to keep that attention.
- Tips for maximizing your impact online:
  - Be visual – share a photo or infographic to increase post visibility.
  - Use hashtags strategically. Only use them if they're already trending and keep them as short as possible.
  - Retweet and comment.
  - Pay attention to the social media of elected officials.



# Rallies & Protests



# Rallies & Protests

- Apply public pressure to elected officials or other targets and demonstrate how much support there is for the issue.
- Generate publicity by giving the press a compelling action to cover.
- Energize new activists by giving them a fun and easy way to get involved in your campaign.
- What's the difference between a rally and a protest? A rally often has a speaking program.
- See pages 57-58 for more information about planning a protest or rally.

# Adding Tactics to Strategy Chart (10 min)

- Review and reflect on the goals, stakeholders, and target(s) you identified on your strategy chart.
- Brainstorm possible tactics that you could use to influence your primary and/or secondary targets.
- Which tactics are most feasible?
- Which tactics will make the most impact?
- How will you measure the success of the tactic(s) you choose?

# Designing a Tactical Action Plan

## Practice: Design a Tactical Action Plan

Use this worksheet to design a tactical action plan for achieving your SMARTIE goal. Refer to page 34 for a refresher on how to craft a goal that is Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable.

**Remember!** Tactics are the last step in your strategy planning. Before deciding on tactics, you should think through your long- and short-term goals, capacity, stakeholders, and targets. Refer to the strategy chart on page 35.

You especially want to think carefully about whether a given tactic is likely to move a specific primary or secondary target to take the action you desire. Tactics that seem exciting or powerful but don't move a target waste activist time, energy, and resources. Focus on what will matter to your targets.

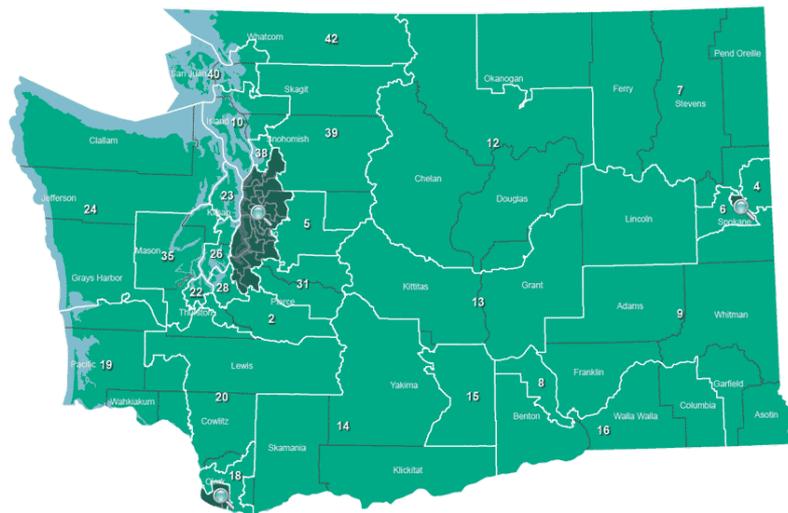
SMARTIE Goal:				
Tactic 1	Action Steps	Resources Needed	Deadline	Project Owner
	1.			
	2.			
	3.			
Tactic 2	Action Steps	Resources Needed	Deadline	Project Owner
	1.			
	2.			
	3.			
Tactic 3	Action Steps	Resources Needed	Deadline	Project Owner
	1.			
	2.			
	3.			



# **CONDUCTOR: Navigating the Legislative Process**

# Washington State Legislature

- 49 legislative districts, each with one Senator and two Representatives
- Senators serve four-year terms
- Representatives serve two-year terms
- Currently, the WA legislature has a Democratic majority in both chambers

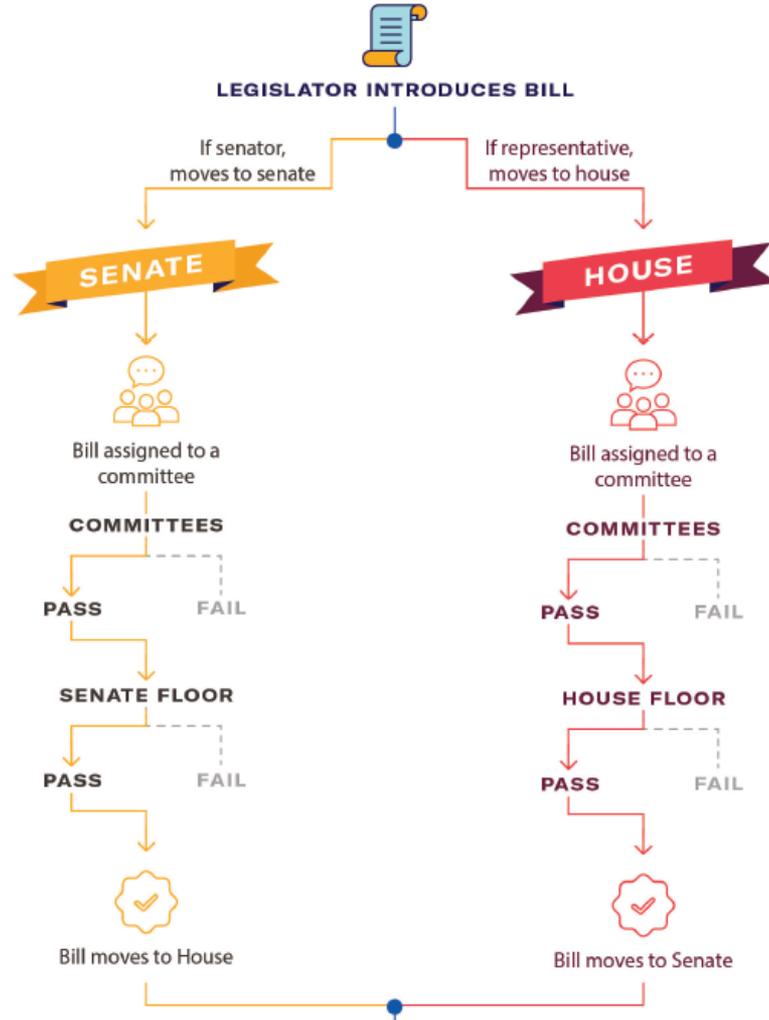


# Washington State Legislature



- Operates on a two-year biennium (one legislative cycle takes two years)
- Odd year sessions (lasting 105 days) focus on the state budget
- Even year sessions (lasting 60 days) focus on more policy issues
- Bills must pass through committees and floor votes in both chambers to be signed into law

# Bill Process





# Cutoff Calendar

## 2019 Legislative Session

Monday, January 14	Session starts
Friday, February 22	Bills must pass policy committee in chamber of origin
Friday, March 1	Bills must pass fiscal committee in chamber of origin (if applicable)
Wednesday, March 13	Bills must be voted on by the full House or Senate
Wednesday, April 3	Bills must pass policy committee in opposite chamber
Tuesday, April 9	Bills must pass fiscal committee in opposite chamber (if applicable)
Wednesday, April 17	Bills must be voted on by the complete opposite chamber
Sunday, April 28	End of session

# Using the Cutoff Calendar for Advocacy

- Understanding the cutoff calendar for bills is critical – your actions will make the most impact right before a cutoff date.
- For example, if your bill hasn't been scheduled for a vote and the policy committee cutoff is approaching, you need to call and email the committee chair to apply pressure.
- Volume – number of messages per day, and consistent messages – matters close to votes.
- Local jurisdictions will vary but increasing pressure right before a vote is usually a strong tactic.

# Resource: [www.leg.wa.gov](http://www.leg.wa.gov)



- Legislature Home**
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- Senate
- Find Your District
- Laws & Agency Rules
- Bill Information
- Agendas, Schedules, & Calendars
- Legislative Committees
- Coming to the Legislature
- Legislative Agencies
- Legislative Information Center
- Email Updates (GovDelivery)

Legislature Home

## What's happening on the floor

Thursday, September 12, 2024  
10:00 AM - 11:00 AM

## Lawmaker Information

September 12-13 and November 21-22.

Scheduled hearings and floor sessions:

Committee	Agenda	Date/Time	Last Updated
There are no scheduled meetings for the selected date.			

### Highlights

**Legislative Hotline: 1.800.562.6000**

[Employment Opportunities](#)

#### Public Records Requests

For information about submitting a public records request to either the House or the Senate, please follow the links below:

[House Public Records Request](#) | [Senate Public Records Request](#)



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## What's happening on the floor?

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[Find Your District](#)

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# **TRANSFORMER: Bringing It All Together**

# Sustaining Your Activism

- Activism is a marathon, not a sprint!
- Find your community. Invite other groups you are a part of (faith-based, book club, school group, etc.) to join you in action.
- Educate yourself. Sign up for trainings, read books and articles by individuals from different backgrounds, and seek out speakers and authors who challenge you.
- Practice self-care.
- Make a plan. Create a plan to divide your work into manageable goals.
- Celebrate your victories!

# ACLU-WA's 2020 Legislative Agenda

- Keeping court employees & prosecutors from sharing information with ICE (Courts for All)
- Stopping license suspensions for failure to pay fines for moving violations
- Repealing the death penalty
- Restoring voting rights for individuals in DOC custody
- Ensuring a provider's right to provide comprehensive care (Protecting Patient Care Act)

# ACLU-WA's 2020 Legislative Agenda (cont.)

- Ensuring Apple Health coverage to age 26
- Banning juvenile solitary confinement
- Creating rules around transparency and accountability of government use of automated decision-making systems
- Putting a temporary ban on government purchase and use of facial recognition technology

**Wrap-Up**

# Upcoming Event: Flights & Rights Spokane



Wednesday, December 11, 2019

6:00-8:00pm

The McGinnity Room

116 W Pacific Ave #100

Spokane, WA 99201

**Interested in volunteering?**

**Let me know!**



# Sign up for our E-Activist list!

Go to [www.aclu-wa.org](http://www.aclu-wa.org) and register under “Get Alerts”!

# Make Your Commitments

## Practice: Make Your Commitments

Find people from your neighborhood or community. Share contact information and make a plan for when you will meet and what concrete next steps each of you will take before meeting, such as practicing sharing your personal narrative, creating a power analysis map, or having 1:1s to recruit new volunteers.

My name:	My phone number:	My email address:	My commitments:
----------	------------------	-------------------	-----------------

Teammates' names	Phone numbers	Email addresses	Commitments

We will meet on \_\_\_\_\_ [date] at \_\_\_\_\_ [time] by/at \_\_\_\_\_ [phone/Skype/local café, etc.]

**For more information:**

Rachel Gilchrist

[rgilchrist@aclu-wa.org](mailto:rgilchrist@aclu-wa.org)

[www.aclu-wa.org](http://www.aclu-wa.org)



**ACLU**

Washington

**WE THE PEOPLE**