



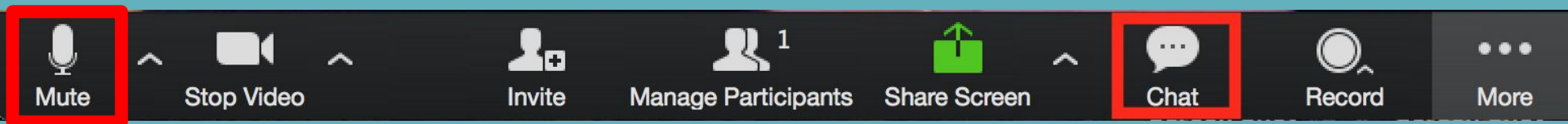
**Virtual organizing
training series**

RECRUITING ONLINE WITH ACTION NETWORK

**SEPTEMBER 16, 2020
7:00 p.m.**



Tech overview



Mute when you're not speaking
Grid view for video
Chat questions and comments
This is being recorded

Agenda

- Welcome, Introductions, Agenda Review, Goals
 - About this Webinar Series
 - Participant Survey
- Core Elements of Recruitment
- Overview of Tools Available on Action Network
- Evaluation and Close

Goals

- Share some tips for recruiting and managing your campaign supporters online
- Introduce Action Network



About the virtual training webinar series

Holding Group Meetings Online

Social Media 101

Planning and Holding Online
Events

Messaging: Writing Strong
Emails and Petitions

And more!



Participant Survey:



Participant Survey:

- **About how many people are involved in your campaign?**



Participant Survey:

- Where are you recruiting people online?



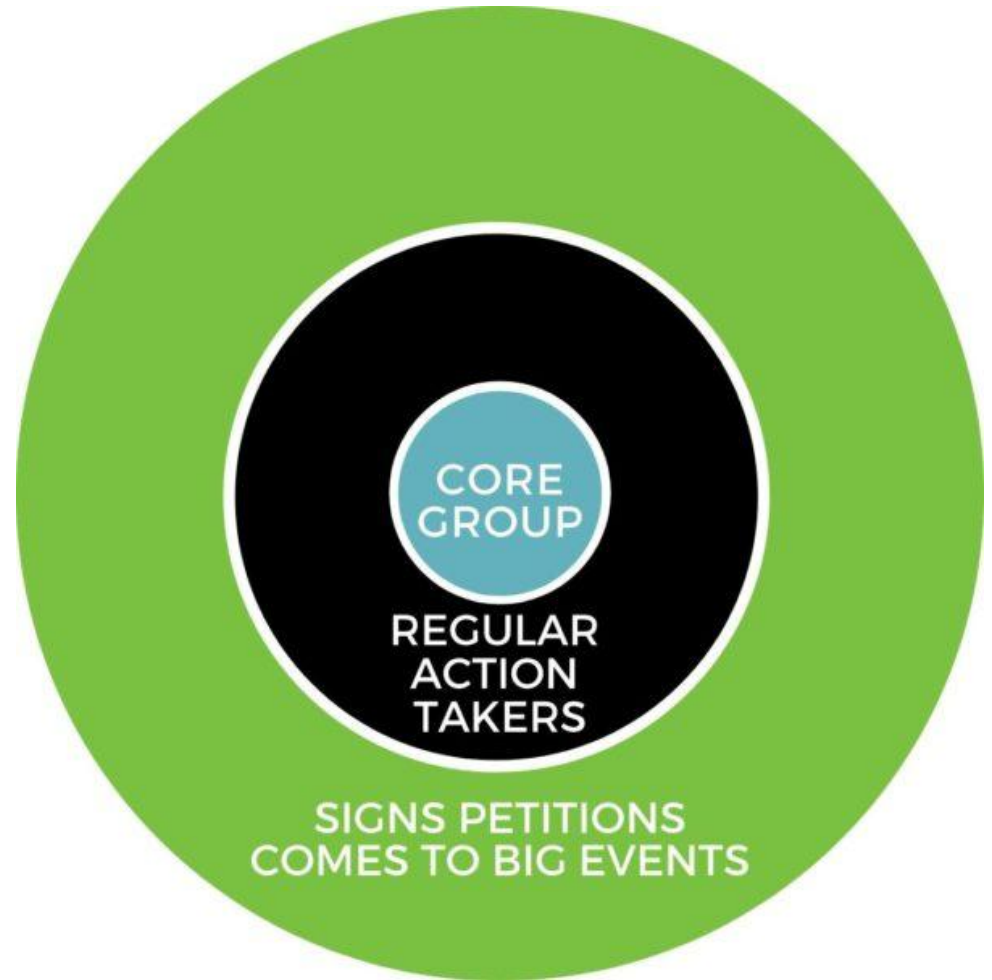
Participant Survey:

- **How familiar are you with Action Network?**



Tips

1. Recruit for your actions, but build your group!
2. Make the right ask
3. Follow-up is key



Tip 1: Always be recruiting

- Recruit for your actions, but build your group





YOUR LETTER

YOUR LETTER SUBJECT *

Comment on Chapter 400: Maine Solid Waste Management Rules

YOUR MESSAGE *

Dear Chair Draper and the Board of Environmental Protection,

I am writing to you in support of the proposed rule amendments to Chapter 400: Solid Waste Management Rules.

I have learned that potentially toxic out-of-state waste is being transported into Maine and being dumped into our landfills. This is not acceptable for many reasons! Heavy trucks that haul tons of waste from across our borders ruin our roads, build mountain sized landfills while unknown toxic chemicals impact our environment, our wildlife and our future generations. We need an accurate definition for Maine State Waste as waste originating in Maine, not processed in Maine. We need to add definitions on Environmental Justice and Equal Protections in order to protect Mainers most impacted by waste facilities.

Please change the language in Chapter 400: Maine Solid Waste Management Rules in order to better protect our health and environment, as well as reflect Maine's values. Stop out-of-state waste from being trucked into our state.

Sincerely,

SEND LETTER

ENTER YOUR RETURN ADDRESS

First Name *

Last Name *

Email *

Not in the US?

City *

Street Address *

Zip/Postal Code *

START WRITING

You may receive email updates from *Don't Waste ME* and *Community Action Works*, the sponsors of this letter campaign.

[Edit Subscription Preferences](#)

[Flag As Spam](#)

Waste Dumping on Maine!



Photo by Peter Crockett

Currently, toxic, out-of-state waste, is being trucked in and deposited in Maine. A loophole in Maine's Waste Management Rules permits this because this waste is being processed in Maine. We need to protect communities most impacted by waste facilities with an accurate definition for Maine State waste!

This is a sideways attempt to make sure the people of Maine are kept in the dark. It allows poisonous chemicals to leach into our water, contaminate our air, and gives states with stronger laws a way to dump their hazardous waste in Maine!

How can you help? **Submit a comment to the Board of Environmental Protection** to stop this assault, to call out the money-makers from this bad deal, and to save our state from becoming a dumping ground for the East Coast.

SPONSORED BY



DON'T WASTE ME

ADDITIONAL SPONSORS

Tip 2: Make the right ask

- Ask people to take one step at a time
- Ask people to take action, not to take on roles



Zoom Hearing on Rule Change - Out-of-State Waste in ME!

Start: **Thursday, September 17, 2020 • 10:00 AM • Eastern Daylight Time (US & Canada) (GMT-04:00)**



Photo by Peter Crockett

First, we want to thank you for your continued support and for taking a step to close Maine's landfills to out-of-state waste coming to Maine because of its weaker laws around waste management and landfilling options. Trucking in and dumping out-of-state waste contributes not only to desecrating our landscape, but heavy trucks coming to Juniper Ridge Landfill damage our tax-payer funded roads, in a health-care crisis, we don't know if Covid-19 is crossing our borders and primarily, we don't want our state to be a dump for New England's toxic waste because of a loophole they are abusing - one few people in Maine even know about!

This is an ask for support at the hearing, and if you can't attend - a letter to your local editor will help get the word out!

When: Thursday, September 17, 2020 10:00 AM

ATTEND THIS EVENT

Not in the US?

Additional Guests

SEND RSVP

You may receive email updates from Don't Waste ME and Community Action Works, the sponsors of this event.

[Edit Subscription Preferences](#)

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Tip 3: Follow up is key

- Follow up to get people to take action
- Follow up after the action

TO DO LIST

Follow Up
Follow Up
Follow Up . . .

CURRENTLY MANAGING GROUP:

Don't Waste ME

Don't Waste ME

View Group Edit Group Edit URL Unpublish Group

STATUS: **LIVE**

Statistics Actions Emails **Reports** Activists Discussion Organizers Invitations Settings

Reports

1

5	[Name of report]		DUPLICATE	EDIT	RESULTS
4	RSVP'd to BEP hearing 9/17		DUPLICATE	EDIT	RESULTS
3	[Name of report]		DUPLICATE	EDIT	RESULTS
2	Stop Dumping		DUPLICATE	EDIT	RESULTS
1	All Activists		DUPLICATE	EDIT	RESULTS

Hide Sidebar

CREATE A SPONSORED ACTION

-  Event Campaign
  Campaign Page
-  Petition
  Event
-  Ticketed Event
  Form
-  Fundraiser
  Letter Campaign
-  Files
  Email
-  Ladder
  Report
-  Bulk Upload Events

No longer wish to be an organizer?
[Click here to leave this group.](#)

So, what is Action Network?



Tools available on Action Network

- Petitions
- Letter Campaigns
- Emails
- Events
- Databasing
- ... *And lots more!*



Petitions

Tell Dartmouth: No Toxic Biomass Incinerator in Our Neighborhoods

 DARTMOUTH COLLEGE PRESIDENT PHILIP HANLON

We are asking Dartmouth College and President Philip Hanlon to stop the plan to use biomass and biodiesel to heat the campus and lead a transition to a non-combustion solution instead.

Biomass and biodiesel are polluting energy sources that will increase Dartmouth's greenhouse gas emissions at a time when we must be doing everything possible to mitigate the climate crisis. Experts have shown that the transition to biomass and biodiesel currently planned by Dartmouth would increase the College's carbon emissions—this outcome is the opposite of what Dartmouth claims it wants to achieve.

Additionally, burning biomass and biodiesel releases toxic pollutants like mercury and lead into the air in the form of fine particulates that enter our lungs and never leave. The American Lung Association "recognizes that pollution from the combustion of wood and other biomass sources poses a significant threat to human health," including a higher risk for asthma, heart disease, and cancer.

It's time for Dartmouth to transition to energy that protects our climate and our health. Burning biomass and biodiesel would be a major step backwards. Dartmouth and President Hanlon: we are calling on you to commit to a non-combustion energy solution that meets the College's needs—and it must also protect community health.

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UPPER VALLEY CLEAN AIR
COMMITTEE

To: Dartmouth College President Philip Hanlon
From: Toxics Action Center

SIGN THIS PETITION

First Name *

Last Name *

Email *

Zip/Postal Code *

Phone

☐ I am interested in volunteering.

☐ I am a Dartmouth alum.

[Not in the US?](#)

Comments

ADD YOUR NAME

You may receive email updates from Upper Valley Clean Air Committee, the sponsor of this petition.

[Edit Subscription Preferences](#)

[Flag As Spam](#)



Letter campaigns

Send a Letter: Burning Trash and Biomass is Not Renewable Energy

Wood (biomass) and trash incineration have devastating effects. People who live near these polluting incinerators are at a higher risk for asthma, heart disease and cancer just from breathing the air. And of course, incineration releases more carbon at a time when we need to be doing everything we can to prevent the worst effects of climate change.

But Governor Baker and his administration are trying to pass off these toxic, polluting, high-cost energy sources as renewables. That means that taxpayer money—meant to increase renewable energy in our state—would go to these dirty industries instead.

Add your voice to the growing list of Massachusetts residents demanding that Governor Baker drop plans to count incineration as renewable energy. Submit a comment today!

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TOXICS ACTION CENTER

ADDITIONAL SPONSORS



ARISE FOR SOCIAL JUSTICE

Springfield, MA

268 Letters Sent

Only 132 more until our goal of 400

ENTER YOUR RETURN ADDRESS

First Name *

Last Name *

Email *

Street Address

City

Zip/Postal Code *

Phone

- ☐ Would you like to receive text reminders from us?

Not in the US?

START WRITING

Email

Dear Toxics Action,

Thank you for sending a letter to stop biomass incineration and protect our air and climate. You have one last chance to make your voice heard at the final public hearing—will you be there?

Wednesday May 29, 5:45-8:30 p.m.

UMass Center at Springfield (Classroom 14), 1500 Main St, Springfield MA

5:45 p.m. Rally outside

6:15 p.m. City Council Press Conference

6:30 p.m. Public Hearing

If these changes go through, it could give a boost to the incinerator that activists, led by Arise for Social Justice, have been fighting for nearly a decade. What comes out that smokestack will go into our lungs. Springfield is already the asthma capital of the U.S. and it's time to stop this trend and come together for environmental justice. What they burn, we breathe.

This is the last public hearing on these proposed changes and we need to pack the room to show that our communities want clean air. You can make a difference. We hope to see you there!

See you there,

Mary Jones, Toxics Action Center

Katy Pyle, Arise for Social Justice



Events



EDITOR MODE ?

Drag & Drop ☐ Visual/HTML

To: *You will select activists to target for this email in the next step*

Subject: +

From: +

Reply To: ?

Preview Text: ?

SELECT AN EMAIL WRAPPER ?

▼

HTML Format Align B / S Lists Image Table Link Line Clips Snippets ?

ENTER THE BODY OF YOUR EMAIL HERE *

Cookies for Clean Air

The Upper Valley Clean Air Committee invites you to an Open House
Thursday, February 20th from 6:30 to 9:00 pm

Our Savior Lutheran Church, 5 Summer Street, Hanover, NH

Refreshments will be served.

We thank you for signing the Upper Valley Clean Air Committee's petition opposing Dartmouth's biomass project or for contacting us in recent weeks. The Upper Valley Clean Air Committee is a group of neighbors concerned about biomass incineration. We want to share our concerns about the health and environmental impacts of biomass with our neighbors and with alumni living in the Upper Valley.

As you know, Dartmouth is considering building a large wood-burning power plant in Hanover, posing a risk to people's health and the environment for decades to come. Come learn about our campaign and our plans. Come tell us about your skills and interests and learn how you can get involved.

Even if you cannot attend this event, please extend this invitation to neighbors, family and friends in and around Hanover. Everyone is welcome.

Database



John Doe
jdoe@gmail.com

1726 12th Street
Santa Monica, California 90404 • US

California's 33rd congressional district
California Assembly district 50
California State Senate district 26

County: Los Angeles County - California

Language: English

SUBSCRIPTIONS

JUMP TO A SECTION

[Email History](#) - [Action History](#) - [Donation History](#) - [Recurring Donations](#) - [Tags](#) -

Email History



Date	Email Name
May 03, 2017	Tell your Senators, no more money in politics!
Apr 12, 2017	Weekly progressive news
Mar 03, 2017	Tell us your story
Mar 01, 2017	Why not now?

Action History



Evaluation



Next steps

Digital training series Third
Wednesday of the month 7-8pm

Video will be posted online at
CommunityActionWorks.org/Trainings

More resources available at
CommunityActionWorks.org/Digital

Next Training: October 21st: Planning
and holding online actions and events

Stay in touch:
Info@CommunityActionWorks.org

