Community Action Works Organizer Training Series:
Writing Strong Petitions, Emails, and More

November 18, 2020
Mute when you’re not speaking
Grid view for video
Chat questions and comments
This is being recorded
Agenda

- Welcome, Introductions, Participant Survey
- South Coast Neighbors United Story
- Tips for developing and using your message
- Tools for using your message
  - Delivering Testimony
  - Email
  - Online petitions
  - Social Media
- Q&A
- Evaluation
- Close

Goals

- How do you create a message that inspires action?
- How do you use that message to write powerful petitions, emails, testimony, and more?
About the virtual training webinar series

Holding Group Meetings Online
Action Network and Recruiting People
Planning and Holding Online Events
Messaging: Writing Strong Emails and Petitions
And more!
Participant Survey
**VOLUNTEER REQUEST FORM**

Name: ____________________________________________________________

Address: _________________________________________________________

Phone: __________________________________________________________

Email: ___________________________________________________________

☐ By checking this box and providing my email above, I am giving my permission for SCNU to add me to their email distribution list to receive occasional updates and information about the project.

**SCNU needs your help.**

Have you ever heard the expression "It takes a village"? Well, it's true, and we need your help to STOP the Access Northeast: a project proposed by Spectra (now Enbridge) to construct a high pressured 24" fracked "natural" gas pipeline through private property in Freetown to feed a planned, enormous expansion to the existing LNG storage facility in Acushnet. If you are willing to join us our efforts to STOP THIS PROPOSAL, please check off all boxes below indicating the way(s) in which you are willing to help.

I am willing to serve on the following sub-committee(s):

☐ Knock on doors, inform people of this campaign.

☐ Make phone calls to inform and make people aware of meetings.

☐ Hold signs and distribute informational flyers at public events.

☐ Attend Town/City meetings in _____________, and report back to committee.

☐ Write, address and prepare letters for mailings.

☐ Assist with organizing fundraising events.

☐ Build NO LNG signs.

☐ Install NO LNG signs.

☐ Repair NO LNG signs.

☐ Display a NO LNG sign on my property (when needed).

☐ I am interested in joining the SCNU Board.

**With Your Help We Will Make a Difference. Thank you!**

[www.scnu.us](http://www.scnu.us)
Tips

1. Write for your audience
2. Have a strong message
3. Always be recruiting
Tip 1: Write for your Audience
Tip 2: Have a strong message

- Compelling
- Concise
- Consistent
- Controls the Issue
Compelling
Concise

PFOA and PFOS chemicals
U.S. manufacturers voluntarily phased out PFOA and PFOS, two specific PFAS chemicals.

GenX chemicals
GenX chemicals are a replacement for PFOA.
Consistent

NO COMPRESSOR STATION

South Shore, MA

NOCompressor.com

COMMUNITY ACTION WORKS
Controls the Issue

- Quick -- don’t think of an elephant!
Tip 3: Always be Recruiting

- Collect email addresses
- Collect cell phone numbers
Tools and Examples
Testimony

Use your campaign message.

Write for your audience.

Always be recruiting.

Tips for Effective Testimony
Docket 7970--VGS Addison County Natural Gas Project

How to:
You must sign up to testify, see table at entrance.
You are limited to 2 min. They will cut you off at 2 minutes.
(You can submit longer testimony in writing to
psb.clerk@state.vt.us)

TIPS

Define your message in terms of a problem and solution statement, as well as an action that can be taken to get to your preferred outcome.

- Stick to the facts. Make sure your data is accurate and, when possible, have the correct dates and sources to back up your information. Make your comments clear, specific, and to the point.
- Speak from the heart. Talk about how the policy question affects you and people like you. Your experience and informed opinions are persuasive. Great testimony is both logical and emotional.
- Tone is key. Begin with a greeting, “Good evening ladies and gentlemen,” then introduce yourself, where you live, if you are representing a group state their name, and their mission. If so, identify yourself as a constituent. Be polite and respectful. Decision-makers have very long memories

* Thank You for Speaking Out and Making a Difference!*
Dear Friend of FRRACS,

We want to start this email off with a clear message: We are still fighting. We will keep fighting until we defeat Enbridge's ill-conceived compressor station proposal.

After receiving a rubber stamp approval from the Federal Energy Regulatory Commission (FERC), Enbridge wheeled into town with their construction vehicles and security crew. They began construction (or as we like to say, destruction) on Tuesday. We were there to remind them that they are not welcome here.

On Thursday, we shut them down.
Online Petition

Use your campaign message.

Write for your audience.

Always be recruiting.
Online Petition

Write one paragraph on each of the following.

1. Problem
2. Solution
3. Action

To: Principals and Superintendents of Vermont Schools
From: [Your Name]

All 16 schools tested for lead in Vermont were found to have dangerous levels of lead in water, exceeding the 1 ppb health recommendation by the Vermont Department of Health and the American Academy of Pediatrics. The damage done by even extremely small amounts of lead is irreversible, and that means children attending Vermont schools are at risk for serious developmental, cognitive and behavioral problems that could harm them for the rest of their life. Because most schools haven’t been tested for lead, right now children all across the state could be unknowingly drinking lead-contaminated water.

Children deserve to learn in a safe and healthy environment. We believe that all schools and childcare centers must be tested, and facilities with lead over 1 ppb should turn off the tap until the lead is cleaned up.

We’re calling on you to test all schools for lead and clean it up where it’s found to make sure our schools and childcare centers are safe and healthy places for kids to learn and grow.
Facebook

Use your campaign message.

Write for your audience.

Always be recruiting.

Growing Without Garbage
March 22, 2018

Click the link below to sign up to be on our e-mail list.

We promise we won't spam your inbox. We'll keep you up to date on voting, important town meetings or opportunities to help stop the landfill from expanding.

https://www.growingwithoutgarbage.com/

Casella/NCES is not going away without a fight. They have now lost two town votes in a row, but they will continue to push expansion of their landfill, no matter what it takes.

Their strategy may change, but they will be back.

They've bullied our small town with law suits, an abatement, divisive mailings and now they are being sued for polluting our river.

Enough is enough.
Twitter

Use your campaign message.

Write for your audience.

Always be recruiting.
Evaluation
Next steps

- Video will be online on our website
- CommunityActionWorks.org/Digital
- Next Training: Fundraising December 16th 7pm
- Stay in touch: Info@CommunityActionWorks.org