

How to Canvass your Local Businesses for the “The U.S. Chamber Doesn’t Speak for me” campaign.

Suggested goals for your canvass storm:

- Discuss the basics of why the U.S. Chamber doesn’t “speak” for your local businesses.
- Develop skills necessary to canvass, which includes LOTS of practicing!
- Bring together your team to participate in actions together throughout the year building toward organized actions each month (or work toward building a team if you don’t already have one)
- **Have a good time!** Get to know the people who run your local businesses!
- Start planning for a National Day of Action around the Chamber campaign to happen on April 18 (plans for this action will be solidifying in upcoming weeks!)

1. Set Things Up

- **Make a guest list:**
 - **Have a 1Sky team meeting!**
 - Invite your committed team members, family, friends, co-workers, and people from organizations to which you belong (such as a club or place of worship) to join your 1Sky team. Ask for a volunteer list from 1Sky (email: local@1sky.org to get a list).
 - The best way to strengthen your team is to reach people is by giving them a call. You can also ask people to join your team by using a phone tree. TIP: Start with friends and family. (See Recruit your Community>Phone).
 - **Engage allies in amplifying your team:**
 - Research other groups in your area that are also using campaigns to target the U.S Chamber of Commerce, or have targeted the U.S. Chamber of Commerce in the past campaigns. Encourage them join your team and to sign the declaration. Examples include local Green Chambers, amongst others. Feel free to contact the 1Sky Central Office for more information on allied groups.
 - Groups involved in the labor movement. The labor movement often opposes the U.S. Chamber of Commerce on a myriad of issues and disapproves of the Chamber’s money-buying politics, making them a key ally you ought to contact to build your team. Places to start: SEIU, AFSCME, AFL-CIO, Jobs with Justice, etc.

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- A local Merchants Association. If you can begin your conversation with a business owner by stating that you're partnered with (or have the blessing of) their local Merchant Association, your cause will seem that much more credible.
 - Lions Clubs: This year Lions Clubs across the country are making climate change a theme of their work. This campaign is an opportunity to meet business leaders within the Lions Club and encourage them to sign the declaration.
 - Students: Our partners at the Alliance for Climate Education work with high school students who are charged up to get active. Many campuses have green groups, such as Students for a Just and Stable Future. Law schools have environmental organizations as well. Consider working with young people during your local business canvass.
 - Faith Groups: Many communities of faith count themselves as part of the 350 community, and would make excellent partners as you seek to build citywide support for a local Chamber speaking up against the US Chamber. Cast a broad net with these groups; some will be closely aligned, others might not be as much so.
 - Providers of Food: Many farmers, restaurant owners, coffee shops, and producers of food products, will be just the kinds of business owners likely to sign the declaration.
 - Bicycle Coalitions/Shops: A large number of 1Sky and 350 supporters are avid proponents of the bicycle as a carbon-free method of transportation, and are also members of bicycle coalitions.
 - The point is: Cast a broad net. Start with the usual suspects, but don't rule out groups just because they're not explicitly 'green'!
- **Set 2 times to canvass**: We're recommending any **weekends** in **March**, and possibly very **early April (so as to accommodate the National Day of Action on April 18)**.
 - **Pick a time and start/end venue**: To maximize attendance, we recommend holding your meeting on the weekends. Consider preparing and debriefing from your canvass storm in your home, your public library, local coffee shop, or other public place.
 - **Add your Chamber canvassing event to our **online calendar**** (See Recruit your Community>Online): Then, we'll be able to advertise your event on our website, and we'll be able to send you a list of 1Sky supporters in your area likely to join your team.
 - **Attend the **National Conference Call On Tuesday, March 15, 2011 at 9pm EST****. Please call 712-432-0075, then when prompted enter the access code 855149#.

2. Recruit your Community

- Here are some tips on recruiting people to join your team for your canvass storm.
 - Remember, not everyone is connected to the Internet

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- **Remember, GET PHOTOS! AND VIDEOS! Lots of them.** They are useful not only in catalyzing action across the country in remote teams; they are phenomenal leverage in meetings with your senators and representatives on the hill and in your home districts. **Without those photos, there is NO PROOF that those meetings took place!** It doesn't matter if you think they're boring – they're not! Just do it (to borrow a popular phrase)!
- Use this blurb in your description when recruiting people to come to your canvass storm”

“The U.S. Chamber of Commerce is controlled by Big Polluters, poisons politics with its dirty money and opposes every single effort to curb climate pollution. One really exciting way to influence the politics on climate is to join a 1Sky/350.org Canvass Storm to get together and stand with community business owners, local chambers of commerce, and people all over the country to declare. “The U.S. Chamber Doesn’t Speak for Me.” These canvassing storms are a fun, interactive, and effective way to educate you community and begin planning for future actions. On [DAY/DATE] [TEAM LEADER/EVENT ORGANIZER] is organizing a canvassing storm starting at [LOCATION] at [TIME]. Everyone will gather to practice how to canvass local businesses in our area to denounce the U.S. Chamber of Commerce and help strengthen the climate movement for the long term. [We/I] hope to see you there!”

- **Phone:** The single best way to reach people is by giving them a call. Put in some calls to all your interested friends, and contact our field manager, Erika (email: local@1sky.org) for a list of people in your area to call and invite. You can also people about the event with a phone tree. TIP: Start with friends and family.
- **Online:** Don't forget to go to www.1sky.org/engage
 - **To register or host an event**

www.1sky.org/engage

- 1) On the right hand side of the page, click the “host an event” tab.
- 2) Fill in your event information, your event info, detail, and the description.

*Required fields

Your Information

*First Name:

*Last Name:

*Street Address:

*City:

*State/Region:

*Zip Code:

*Email:

*Phone:

Show phone number on your host profile?

Event Information

Same address as above

*Event Title:

*Event Type:

Additional Directions:

- Public Event
- Congress Visit
- Meet Up
- House Party
- Media Opportunity
- Hands Across the Sand
- 10/10 Global Work Party
- Conference Call

Event Details

*Start: - :

*End: - :

- 3) Click the “create event” tab.
 - 4) We'll add it to our national map, promote it throughout 1Sky's networks, and send an event announcement to nearby supporters to help promote your event.
- **To manage an event:**
 - 1) On the right hand side of the page, click the “Manage your Event” tab.
 - 2) Login to your profile. (The webpage will prompt you to make a login password if you don't have one yet).
 - 3) Underneath “My Events”, click “Manage” next to the event you've planned.
 - 4) On this page that appears, you may:
 - a) Click the title of your event to see what your event looks like online.
 - b) Click the Facebook login icon to share your event on Facebook.
 - c) Click “Edit Your Event” to change event information.
 - d) Click “Invite People to Your Event” to create an automated email invitation for guests. Simply add your recipients email addresses in the recipients field, fill in the subject field, and write a personal note from you to the recipients in the message text field.

- e) Click “Share Your Event”, then in the drop down box you may “Tweet this event!” or “Share this event on Facebook!” by clicking the corresponding link.
- f) Click “Take action on Facebook!” to automatically create the event on a Facebook platform as well.
- g) Click “View and Contact Event Attendees” to message your attendees, or download a list of your event attendees.
- h) Click “Manage Event Report Backs” to share how your amazing event was! You may add a report, photos or press coverage!

- Also, **list the canvass storm** on your **community calendar**, other **local listservs**, and **social media** (i.e. Facebook, twitter, myspace, etc.)
- **If you have any trouble getting these events posted, please contact us at local@1sky.org – we will gladly walk you through the process, which is quick and simple!**
 - **Offline:** Consider flyering (printing out information and putting it up in coffee shops, your public library, and other meeting spots.
 - **Personal:** Email and phone all of your friends and co-workers to let them know about your canvass storm.

3. Figure Out Logistics

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- **Meet, get together** with friends, neighbors, and others in your community (be sure to include friends who are business owners) and **take a look at some of the resources regarding the U.S. Chamber’s harmful activities**. For a list of news articles, quotes, reports and helpful videos about the U.S. Chamber, visit the Resources page at <http://chamber.350.org/resources/>. **Encourage everyone to join the “U.S. Chamber of Commerce Doesn’t Speak for Me” declaration** at chamber.350.org/get-local/

- If anyone has any additional questions please refer to the FAQs at <http://chamber.350.org/about/faqs/>
- **Do some research** about your **local chamber of commerce**. Is it affiliated with the U.S. Chamber? Are any of its members specifically connected to the climate and/or the clean energy economy? Check out statements of dissent at <http://chamber.350.org/dissent/> to learn more about the corporations and local chambers of commerce that are already distancing themselves from the U.S. Chamber.
- **Create a list of local businesses** that you **can approach** about **publicly stating “The U.S. Chamber Doesn’t Speak for Me.”** Consider: iconic businesses, in addition to local coffee shops, salons, hardware stores, bike shops, etc.
- **Organize a community canvass of local businesses.**
 - **What you’ll need (to download and print) before you start** your outreach to local businesses:
 - [Talking Points](#)
 - [Handouts for local businesses](#)
 - [Business declaration sign-on sheet](#)
 - Window clings (350.org will provide these for you)
 - **Provide each team member with some sign-on sheets, a list of talking points (for easy reference), as well as window clings and handouts (to distribute to participating business owners). Then, split up and visit the businesses you’ve designated as potential declaration-signers.**

- **Consider printing out our 1Sky Climate Team Story and Team roles' docs.** You can find them at <http://www.1sky.org/act/resources>
- **Meet, before heading out** in your community to canvass businesses, first **re-explain** “The U.S. Chamber Doesn’t Speak for me” campaign.
 - **What is the U.S. Chamber of Commerce?**
 - **Founded in 1912**, and is the **world’s largest business federation**.
 - As of 2009, the Chamber is a **self-described “\$200 million a year lobbying and political powerhouse”** that represents “3 million businesses, nearly 3,000 state and local chambers, 830 associations, and over 90 American Chambers of Commerce abroad.”
 - Based in Washington, DC, the Chamber of Commerce states that as “**the voice of business**, the Chamber’s core **purpose is to fight for free enterprise** before Congress, the White House, regulatory agencies, the courts, the court of public opinion, and governments around the world.”
 - **Lobbied against:** U.S. involvement in World War II, the Civil Rights Act of 1964, and the '98 Kyoto greenhouse gas treaty.
 - **Supported:** 1950s Senator Joe McCarthy’s hearings demanding the hunting down of “subversives” and “communists”.
 - **Fought to:** weaken clean air standards
 - **Opposed:** a hazardous waste dumping ban
 - In 2010, **it spent over \$33m on attack ads and elections** throughout the country, 93% of that cash funded far-right conservative candidates intent on stopping the EPA from cleaning up our air and atmosphere.
 - Check out these **statements of dissent** to learn more about the corporations and local chambers of commerce that are already distancing themselves from the U.S. Chamber.
 - The U.S. Chamber of Commerce is **controlled by Big Polluters, poisons politics** with its dirty money, and **opposes every single effort to curb climate pollution**.
 - This campaign, the “The U.S. Chamber Doesn’t Speak For Me”, is designed to **expose the Chamber’s dirty business in Washington D.C.**, and **discredit their efforts to delay** the kind of bold action we need to create **a clean energy economy and a safe climate future**.
 - **If we can get thousands of small businesses**—barbers, coffee shops, pet stores, florists, and more—across the country to **declare that “The U.S. Chamber Doesn’t Speak for me,”** we can get **local and state chambers of commerce to do the same**. By compiling thousands of declarations, we’ll build a critical mass representing the true voice of business, and **fight back against the millions of**

dollars of money pollution that the **U.S. Chamber of Commerce is pumping into Washington, D.C.**

- **Encourage everyone to join the “U.S. Chamber of Commerce Doesn’t Speak for Me” declaration** at chamber.350.org/get-local/

- If anyone has any additional questions please refer to the FAQs at <http://chamber.350.org/about/faqs/>
- **Print out** a few copies of **this informational sheet** and **this business sign-on sheet** and bring them with you next time you visit your favorite local coffee shop, restaurant, pet store or any other friendly local business.
- **Practice canvassing with someone before you actually start your canvass storm**
 - **Smile!**
 - **Don’t jump to conclusions** about potential supporters based on the business’ appearance or neighborhood because you can never predict what issues businesses care about.
 - Depending on the environment, **considerately enter** the business’ store front.
 - Ask to speak to the owner or manager, if he/she is available.
 - **Introduce yourself, give background to the issue, make the ask:**
Hi, my name is _____ and I’m with 1Sky and 350.org--the two largest advocacy networks dedicated to finding solutions to climate change. I live here in the area and am a big supporter of local businesses; partly because I believe that supporting the local economy is a great way to begin dealing with climate change.

Currently the U.S. Chamber of Commerce is bad for small businesses, therefore I’m volunteering in the national campaign to expose the harmful activities that Chamber endorses. While the majority of local chambers of commerce support climate/clean energy solutions and environmental

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protections, the U.S. Chamber of Commerce is one of the biggest spenders in Washington DC opposing those issues. They are lobbying against the Clean Air Act and clean energy innovation, and spend millions in support of climate change deniers during elections, and they do it in your name.

*We demand for the U.S. Chamber to stop these devastating actions by ceasing their lobbying and corruption our government. The U.S. Chamber of Commerce has proven repeatedly that it is **not** acting in the best interest of our local businesses **nor** our community. **Will you join hundreds of other small businesses and local chambers in declaring “The U.S. Chamber doesn’t speak for me”?** You’ll help build a movement representing the true voice of businesses, and help convince hundreds of municipal chambers of commerce to leave the U.S. Chamber.*

- **Extra** to ensure an endorsement: *I will organize my local group to specifically support the first businesses to sign the declaration.*
 - You can use the “Carrotmob” approach, more information can be found at <http://www.carrotmob.org> – this is a unique, effective, and positive approach
- If the **business owner agrees to join the campaign, ask them to do the following:**

*Great! Can you sign our nationwide declaration that “The Chamber Doesn’t Speak for Me”? {If so, hand the owner/manager **this business sign-on sheet** to sign.} Can you put a window sticker in your storefront supporting us, provided by 350.org and 1Sky? Are you interested in offering a quote as to why you feel the Chamber doesn’t speak for you? Can you recruit 5 other local businesses to declare that “The U.S. Chamber Doesn’t Speak for [them]”? Can you ask the local and state chambers of commerce if they still have connections to the U.S. Chamber, and if so can they consider ending them?*

- **Take it to the Streets, and Start Canvassing!**
 - Follow what you did during your practice, and you’re all set to build a movement representing the true voice of businesses, and help convince hundreds of municipal chambers of commerce to leave the U.S. Chamber.
- **Meet again to Debrief**
 - **How did this activity help build your team?**

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- What are 3 things learned from your canvassing storm?
- What worked well?
- What challenges were there?
- How can the group improve for the next canvassing storm?
- Do you think it's a stronger statement to have a bigger group involved in actions like this?
- What is a good time to schedule for canvassing local businesses again?
- Suggest ways of continuing this campaign (i.e. Letters-to-the-Editor [LTEs], Op-Eds, rally at a local chamber, etc.). The primary follow-up will be a National Day of Action on April 18 in Solidarity with a similar action at the White House.

4. Let Us Know How it Went!

- Make sure to log all the results at chamber.350.org/declaration so we can keep track of how many businesses have signed the declaration (We can log this, or the businesses can log this, but we are responsible to ensure that businesses that sign on are tracked).
 - **Once you have your canvass party, let us know how it goes by following the steps below to report-back so we can help your organizing efforts and learn ways to improve these gatherings!**
 - 1) On the right hand side of the page, click the "Manage Your Event" tab.
 - 2) Login to your profile.
 - 3) Underneath "My Events", click "Manage".
 - 4) Click "Manage Event Report Backs" to share how your amazing event was! You may add a report, photos or press coverage! Consider writing a guest blog about how it went and sending it over.
- Don't forget to take pictures or make a video of your party having fun! When you hear personal stories, it will really make a connection!**