

President's Day Week (February 13-21): A Guide to Shadowing

The Senate is going on recess during the week of President's Day from February 13-21, providing a critical window of opportunity for grassroots and grasstops mobilization. Our goals for the weeks leading up to President's Day and the recess itself are as follows:



- To show senators that there is a broad and diverse base of support for bold climate legislation in 2010.
- To continue transmitting the message that Clean Air Act authority (which enables the EPA to crack down on the dirtiest coal-fired power plants) must be kept in any final bill.
- To continue adding to the ranks of the Climate Precinct Captain program and engage existing CPCs in the President's Day week of action.

Shadowing during the Recess: Regional Coordinators will recruit CPCs to shadow senators to town hall meetings, appearances, and fundraisers to ask hard-hitting climate questions and also hand a "gimmick" (likely a printable card) in front of the public eye/media. In most cases you will be focusing on one senator. In a few cases, you will have two senate targets and encouraged to divide energy between their events. Let's use this opportunity to show senators that we have the groundswell of support to mobilize citizens around climate. Aim to turn volunteers out at 3-4 events.

I. Hold a Planning Meeting – Suggested: Jan 27- Feb 3

- Call through CPCs in your area. Ask your 1Sky organizer for a list of additional people if you need.
- Invite your friends and colleagues in the movement.
- Recruit 5 or more people to attend a planning session (our suggestion is a potluck) two weeks before President's Day to plan your events.

II. Recruit 15 Shadow Volunteers

- Recruit 15 volunteers from a variety of locations throughout the state to cover potential event locations. Check in with your staff person about the recruitment process and obtaining lists from other parts of the state if needed.
- Prepare volunteers in advance w/ a briefing call or personal check-ins. Make sure they all print signs, but print extra ones yourself to have enough at the event.

III. Find Events

- **Check your senators' websites:** check to see if there's a calendar of events on the website. Often, they'll have the biggest events featured. Some senator's offices blog and will mention upcoming events in their commentary. You can find their website by typing Senator + their name into a search on www.google.com
- **Senators' e-mail alerts:** sign up if you don't already receive them. You can also do this through their websites.

- **Local newspapers:** often reporters will mention any big events coming up in the local news, so read anything that mentions your senators.
- **Identify reporters** who report on senate events, and ask them if they know events coming up.
- **Campaign listserv:** If the Senator is up for re-election, get on the campaign's media list
- **State/local blogs:** blogs are an incredible resource for staying abreast of what's happening locally. Ask around or do a Google search to find blogs specifically covering the towns and cities in your state.
- **Google alert:** Go to <http://www.google.com/alerts> and set up a search of your senator's name.

IV. Attend 3-4 Events ---

Leaflet before event: Organize an hour of leafleting your gimmick and sign-holding. For example, if the senator is speaking at a high school at 2:00 pm, your team may want to leaflet from 1:30-2:30 at a busy intersection near the school.

Have "scouts": Scouts are placed away from the rest of your volunteers (who may be holding signs or appearing more obvious) and are set up to address/give the gimmick to the senator. Make sure they aren't wearing any environmental t-shirts or anything that gives them away before the event begins.

Asking the Right Questions: Set up your scouts with a set of questions that they can ask. Your 1Sky organizer will be providing you with these questions as we approach the action.

Photos/video: make sure that you have volunteers set up to take photos/video of your scouts giving gimmick to senator and of volunteers/signs from the honk and wave.