



**CORPORATE
ACCOUNTABILITY
INTERNATIONAL**

CHALLENGING ABUSE, PROTECTING PEOPLE

formerly **Infact**

People's Climate Movement organizing toolkit

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INTRODUCTION

THE CORPORATE ACCOUNTABILITY ACTION LEAGUE

This action toolkit can be used to inform and guide you in organizing events in your community for the People's Climate Movement on April 29, 2017. Each section details different steps or components of planning such an event, including timelines, how-tos, and tips for success. With this material, drawn from our experience from 40 years of organizing to challenge corporate power, you can build your own organizing skills to participate in the international People's Climate Movement.

Corporate Accountability International contributes to creating social change by organizing to stop corporate abuse. Our model recognizes the imbalance of power that lies at the root of the injustices we face today. We organize strategically to shift the balance of power away from transnational corporations and the wealthy few and back to people. The organization launched in 1977, taking on single-issue campaigns to challenge corporate power (initially, the Nestlé infant formula boycott). Today, we run multiple campaigns that are building a movement for corporate accountability and economic justice.

We employ a range of strategies and tactics to stop corporate abuse. These include building a base of people power, shifting the national conversation, securing legal precedents that change the rules of the game, and shifting power to democratic institutions at every level—from the hyper-local to the global. And our approach works, even when there's a White House administration that seeks to block and roll back progress on all of the issues we care about.

People like you are what make it all possible.

There is no doubt that we're living in very challenging times. Not only has Trump stoked racist, anti-immigrant, Islamophobic, and misogynist forces, his presidency has drawn back the veil on the role and influence of corporate decision-makers in our government—and taken it to a whole new level.

The Trump administration is a kind of coming-out party for corporate power and influence. For example, appointing Rex Tillerson, the former CEO of Exxon Mobil, as secretary of state is a blatant announcement to the world that the oil industry is in charge. But the truth is, the State Department has spent decades advancing the interests

of the oil industry and other abusive industries behind the scenes.

And it is absolutely scary, yes. But we're also in a moment of huge opportunity: The deep-rooted, structural forces that have impeded progress for so long are standing naked for all to see. And that has people fired up and ready to challenge them in big ways.

Right now we're in a moment where every day, there's a fresh devastating news alert about a new regulatory rollback, or a new executive order that threatens people's security and livelihoods. It's critical that we stand up, speak up, and take action in response .

At the same time, we have to recognize that this is going to keep happening. The Trump administration is going to rely on people like us to continually turn our attention to putting out the next fire. This is an attempt to prevent us from working toward the long-term, structural social change we desperately need: change that will be detrimental to corporations and the wealthy few who benefit from them; change that will protect and promote the human rights, health, and well-being of the rest of us.

If social change history has taught us anything, it's that we don't win by playing defense. Even under the most hostile administration, we have to go on the offensive. We do that by keeping our eyes on a big picture vision for a world we want to live in, and achieving that vision by creating and implementing a long-term, strategic campaign plans with immediate tactics that all add back up to big changes.

And that is why Corporate Accountability International's action league—that's you!—is essential. These are the three next steps we are taking together:

1. First, we are building a network and a movement that gives us all the support we need to keep organizing, because the next four years are going to be challenging.
2. Second, Corporate Accountability International will support you in building groups in your communities and among your networks. These will be groups that can both take urgent actions and be part of campaigns that are building toward long-term victory together.
3. Third, we're channeling the energy of this broad network and local groups toward a huge mobilization in April to challenge Trump around one of the most pressing issues of our time: climate change.

CORPORATE ACCOUNTABILITY INTERNATIONAL'S CLIMATE PROJECT

Our climate project, called Kick Big Polluters Out of Climate Policy, focuses on the role that transnational corporations like the fossil fuel industry have played in stalling climate progress for decades. Why have we had so little progress on climate change, despite scientific consensus and a large and vocal movement calling for change?

It's not surprising when you look at who's been writing the rules: For decades, the fossil fuel industry has been actively interfering in climate policy at every level, from the local to the international stage, claiming it deserves a seat at the policymaking table, and writing the rules to benefit itself.

When we launched the corporate accountability action league after the election, the very first thing we did together was run an urgent campaign to move President Obama to fulfill the U.S.' financial pledge to the Green Climate Fund. The Green Climate Fund (GCF) is the primary vehicle through which Global North countries, responsible for the vast majority of historical global greenhouse gas emissions, can provide the resources due to Global South countries so that they may adapt to the already devastating effects of climate change and transition to renewable energy sources.

And we won! With just three days left in office and amid promises by the incoming Trump administration to defund international climate action, Obama transferred half a billion dollars to the GCF. This was a huge win. It shows the impact people can have when they take action together.

But now a climate denier is in office, doing everything he can to roll back progress on climate—like appointing the recently retired CEO of Exxon Mobil, Rex Tillerson, to secretary of state. This is horrifying for many reasons. Among them is the fact that Exxon knew about the consequences of burning fossil fuels and climate change for nearly half a century. Instead of sounding the alarm, however, Exxon spent decades and millions of dollars distorting the truth. As a result, for a generation, we didn't do nearly enough to address climate change, because of corporate greed.

That's why the #ExxonKnew movement was born. It started with Pulitzer Prize-nominated investigative reporting and a trending hashtag. Today, it's a growing coalition of powerhouse groups holding Exxon accountable. Soon after the coalition formed, attorneys general from Massachusetts, New York, and California launched investigations of Exxon Mobil. And on the same day that the Senate Foreign Relations Committee voted to advance Rex Tillerson's nomination as Secretary of State, a court ruled against Exxon, ordering the corporation to hand over internal documents to Massachusetts AG Maura Healey. In a moment when many are preparing to play defense, Healey and others are playing hardball offense against one of the most dangerous corporations on the planet.

Corporate Accountability International is leading the charge to build a groundswell of

public support that encourages this kind of leadership in elected officials nationwide. As we ensure that people like Healey have the support to continue standing up to Exxon, we're helping bring about the fossil fuel industry's day of reckoning.

But to win, we need a massive movement. We must flex the muscle of the climate movement and show Trump, Tillerson, and the entire Cabinet of climate deniers what they're up against if they try to roll back progress. And that's what the People's Climate Movement and the Exxon Knew movement are about.

THE PEOPLE'S CLIMATE MOVEMENT

The September 2014 People's Climate March had more than 300,000 people marching in New York City (and many thousands more worldwide) and was the largest climate march in history. Obviously, the work did not stop after that march. And now, with Donald Trump's election, we have a climate denier in the White House and a whole host of them throughout the executive branch.

During Trump's first 100 days of office, the People's Climate Movement is organizing a "country-wide arc of action," culminating on April 29 in Washington, DC with a powerful mobilization that will span hundreds of organizations and movements. Despite the current political challenges, the People's Climate Movement is a moment to demand climate justice with intersectional movements showing up in force to drive forward community-led solutions to combat climate change. Similar to the 2014 action, there will be satellite actions around the country on April 29, bringing as many people as possible into the movement and showing Trump exactly what he's up against as he tries to derail climate progress.

There's no doubt that Donald Trump's presidency threatens the future of our planet and puts corporate power front and center in our democracy. Together, we can connect the dots between climate change and Trump's Cabinet of climate deniers and corporate executives and expose how the fossil fuel industry, led by people like Rex Tillerson, has created a planetary emergency.

Members of the corporate accountability action league will be a driving presence in the Boston, San Francisco, and DC marches on April 29 and will organize satellite actions in cities and towns around the country. Corporate Accountability International staff and volunteers are committed to supporting you in these actions, turning out historic numbers of people to show the diversity, strength, and truly national scale of this movement. These events could look like:

- A rally or march somewhere visible in your town (down Main Street, in a popular park, or in front of a key landmark).
- Holding a press conference and meeting with your attorney general, asking them to join other attorneys general around the country in investigating Exxon.
- Having fellow activists over to your house and all taking action together (writing

- letters to the editor, calling an elected official, etc.).
- Organizing an educational forum, town hall, or film screening and discussion around climate change, corporate abuse, and justice.

These events can be big or small, public or among friends—the important thing is having hundreds of events around the country, along with giant demonstrations in major cities, to show Trump that the climate movement is a force to be reckoned with. These events will provide the momentum that our movement will need to propel our future organizing!

TIMELINE FOR PLANNING A VISIBILITY EVENT

Week of February 20:

- Reach out to 3-5 friends and recruit them to be part of your core organizing team.
- Check the People's Climate Movement website (peoplesclimate.org) to link up with other people in your area and collaborate.

Week of February 27:

- Begin dividing up tasks and roles within your team (example roles: overall team coordinator, recruitment coordinator, media coordinator, visuals coordinator, logistics coordinator, etc.).
- Begin coalition outreach (see coalition section below).
- Begin recruitment and logistics planning for your kick-off meeting.

Week of March 6:

- Recruitment calls: Reach 75% of goal for kick-off meeting attendance.
- Finalize location, speakers for kick-off meeting.

Week of March 13:

- Hold kick-off meeting (see kick-off meeting section below).

Week of March 20:

- Recruitment calls: Reach 10% of goal for event attendance.
- Start reaching out to venues to secure location or permit(s).

Week of March 27:

- Recruitment calls: Reach 25% of goal.
- Start reaching out to speakers (see coalition outreach and moving local officials sections below).

Week of April 3:

- Recruitment calls: Reach 50% of goal.
- Finalize venue and secure all relevant permits/permissions.

Week of April 10:

- Recruitment calls: Reach 75% of goal.
- Secure all speakers.
- Start working on materials.

Week of April 17:

- Recruitment calls: Reach 100% of your goal.
- Finalize all materials (posters, banners, costumes, props, etc.).
- Begin alerting media (see media section below).

Week of event:

- Make two rounds of confirmation calls to all attendees who said “yes” or “maybe”.
- Ensure all speakers or featured participants are set up and ready.
 - Practice their speeches with them!
- Alert media up to (and including) the day of the event.
- Finalize and pass out materials.

ORGANIZING A GRASSROOTS ACTION EVENT

Step 1: Decide on your action

- What kind of action (or actions) do you want to organize?
 - Rally.
 - March.
 - Teach-in or town hall.
 - Educational panel.
 - Press conference.
 - Movie screening
 - Visibility event.
- Where should you hold your event? If possible, ensure that your event will be as publicly visible as possible.
 - Are local elected officials a key part of your message or demand? Are they climate champions or allies of the Trump administration? Is the goal of your People's Climate Movement action to make them feel a ton of pressure or to give them an opportunity to look like a hero?
 - Possible locations:
 - Public parks.
 - Local government buildings.
 - Outside offices of elected officials.
 - Community center.
 - Someone's house.
 - Sidewalk in the center of town.
 - Iconic landmark, especially something that represents the environment or that might be affected by climate change (e.g. a body of water).
 - Exxon Mobil gas station (as a visible backdrop).
- Decide on timing
 - April 29th is the day when major events should be scheduled.
 - Consider how best to maximize media visibility, attendance, availability of prominent speakers, avoiding conflicting events, etc.
- Before deciding, check www.peoplesclimate.org to check for other events—consider combining forces or at least coordinating to maximize both events.

Step 2: Register your action at www.peoplesclimate.org

Step 3: Plan your action

Use this in conjunction with 350.org's [Checklist for action planning](#)

- Create a core planning team
- Assign responsibilities for different roles.
 - Overall team coordinator.
 - Recruitment/volunteer coordinator.
 - Logistics coordinator (e.g. permitting, sound system,

- cameras/documentation, etc.).
- Media point person.
- Visuals/arts coordinator.
- Establish a weekly time for meeting or calls.
- Identify valuable roles that new volunteers can play.
- Identify potential actions, events, meetings, or turning points that can be organized to build momentum toward April 29.

Step 4: Promote and recruit for your action

Use in conjunction with 350.org's Outreach and promotion guide

- Set goals
 - Rule of halves: If 100 people say yes to an action, only 50 will actually show up.
 - Plan for this by recruiting twice as many people as you need!
- Use multiple methods to promote your event:
 - Emails from friends or other groups folks are a part of.
 - Personalized emails work best.
 - Contact coalition partners and ask them to send a recruitment email out to their members.
 - Posters and flyers in popular spots around your town.
 - This can be a great action for new volunteers to take!
 - Social media (i.e. Facebook, Twitter).
 - Post and tweet regularly.
 - Phone banking.
 - Prepare scripts in advance.
 - Call with friends and other volunteers, set goals for each calling block.
 - Tips for phone banking:
 - Smile while you dial!
 - Bring positive, friendly energy through the phone.
 - Connect with the person on the other line.
 - Ask them open-ended questions to get to know them.
 - Have a strong ask.
 - “Can you come to our rally on April 29?”

Step 5: Create materials and recruit/confirm speakers

- Consider having a get-together with volunteers and friends to make posters/signs/props for your event!
- Recruit speakers
 - Consider meeting with a local elected official beforehand to ask them to speak.
 - Build a list of public figures, relevant professionals, educators, and other experts on the topic that you could ask to speak.
 - Send an initial email and plan to call through the list to confirm speakers.

- When you've finalized the speakers, talk through what they're planning to say ahead of time (or better yet, do a practice run-through).
- Make sure you do a few rounds of confirmation calls for ALL attendees!
 - Use strong, assumptive language and give each person an additional role/responsibility if possible in the event
 - Don't say: "I was just calling to see if you were still planning on coming to our event tomorrow?"
 - Do say: "I'm so excited to see you tomorrow at 12! I was wondering if you could come 10 minutes early to help us roll out the banner and set it up?"
 - Giving people an extra role (even if you don't actually need too much help with it) greatly increases the likelihood that they'll come.

Step 6: Hold action, publicize, and report back to participants and partners

- Greet any media that attends and give them your contact info.
- Don't forget to have a sign-in sheet with contact information for event attendees.
- Take pictures! It's often best for a volunteer who isn't otherwise in charge of organizing key pieces of the event to be the dedicated photographer.
- Have fun!
- After the event, make sure to report back (via email, social media, or in person at the celebration) to everyone who was involved, including photos and any media coverage. Be sure to include actionleague@stopcorporateabuse.org and the folks at www.peoplesclimate.org.

Step 7: Celebrate with your team

- Hold a social event to build camaraderie and celebrate your success!

Step 8: Debrief action and make plans to build the movement

- Ask volunteers and folks planning the event what went well and what could go better.
- Get in touch with as many participants as possible and invite them to your next event!
- Send thank-you notes to speakers, event hosts, and other important people.

******If you'd like sample materials or need help planning your event, call our campaign headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.***

BUILDING A LOCAL COALITION

We are stronger when we're organizing with our allies across the progressive movement, working together, and pooling resources. This gives us more people to reach out to, more resources to use (like money and time), and more visibility—and it avoids re-inventing the wheel.

The climate movement is about more than just the environment -- it connects issues across the board, from racial justice organizing to workers' rights to women's health and more. That's why the People's Climate Movement steering committee has organizations like the Sierra Club, NAACP, SEIU, Color of Change, Public Citizen, GreenFaith, and many more, along with local groups from around the country.

On the local level, there are likely many groups supportive of climate action who might be happy to lend their support in a variety of ways.

What can partner groups do?

- Activate their members to get involved by taking a specific action or coming to your event.
- Join you in planning an event, including anything from sending a representative to a planning meeting to officially joining a steering committee.
- Contribute financially or make in-kind donations (provide space, provide food, etc.).
- Sign on to a letter of support and/or endorse your local PCM action.
- Spend time recruiting their members by putting up posters, making phone calls, etc. (Some groups with dedicated volunteer bases, like many faith communities, may be able to lend significant people power toward outreach).

How-to:

1. Make a list of groups to reach out to (cast a wide net!).
2. Think about your relationship with the group and the best way to reach them.
 - a. Have you already had contact with anyone in this group or not?
 - b. Do you have a friend who is a member of the group or otherwise connected?
 - c. Are there community events where you could introduce yourself in person to someone from this group?
3. Send a short email.
 - a. Introduce yourself and the corporate accountability action league.
 - b. Briefly explain the People's Climate Movement and what you're working on locally.

- c. Ask to meet or talk on the phone, proposing 1 - 2 times that work for you
 - d. Let them know that you'll be following up soon.
4. Make a call.
 - a. Same structure as the email.
 - b. Be sure to ask them what they're up to—you may be able to identify new ways to collaborate that you hadn't thought of before!
5. Ensure strong follow-up.
 - a. Make sure they have what they need to take the next steps (e.g. text of a sign on letter, link to sign on, sample email to send their listserv, background info, media releases, etc.).
 - b. Provide any additional information, details, or a confirmation note as soon as possible—ideally immediately after the conversation or email exchange.
 - c. Make sure they have your contact info and you have theirs.
 - d. Make sure both of you know the plan for the next time you'll be in touch.

Tips:

- Connect.
 - Get to know them, build a relationship, figure out what they care about and what their (or their group's) priorities are. Remember, this is ideally the start of an ongoing partnership where you'll support each other's events and issues moving forward!
- Provide context.
 - Emphasize any particular aspects of your project that are most likely to be of interest to the person you're calling, but also be clear about what the project is.
- Make a strong ask to join your coalition/sign your letter/co-sponsor your event.
 - E.g. "Can you come to our meeting?" or "Can your organization sign our letter?"
- The sooner the better.
 - Reaching out as early as possible gives the other group time to make decisions, increasing the likelihood that they will be an active partner in the event, and minimizes potential scheduling conflicts.

When you've scheduled a meeting for your local group, register it at www.peoplesclimate.org so people in your geographic area can easily link up and attend!

******If you'd like a sample outreach email or phone call outline, call our campaign headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.***

HOLDING A KICK-OFF INTEREST MEETING

Organizing an initial kick-off meeting can be a good way to launch your local organizing. It can identify potential volunteer leaders who will help plan and carry out your action(s), it can inspire attendees, and it can spark action toward making your April 29 action a reality.

How-to:

1. Pick a date, time, and location, consulting with people you know are already interested and reaching out to organizations that should be involved (see coalition section above) and considering your target turn-out (10 people or 200 people? It will affect your plans!).
 - Check on www.peoplesclimate.org for existing events, and register yours so people in your geographic area can easily link up and attend.
2. Outline the agenda, paying attention to sources of motivation/inspiration (do you want to invite a guest speaker to kick things off?) and ways to plug people into next steps immediately (have a subsequent meeting or action on the calendar within 1-2 weeks that you can announce at the kick-off meeting).
3. Recruit attendees, using personal networks, recruiting local organizations, and putting out posters/flyers, etc.
4. Prepare your team.
 - Ideally, you can assign roles for your closest volunteers—leading a break-out group, signing people in and giving out nametags, leading one section of the meeting, etc.
5. Hold your event (don't forget a sign-up sheet with contact information).
6. Follow-up (thank people for coming, recruit for the next event, and hold individual meetings or calls with potential lead volunteers).

Sample agenda:

- Socializing (5 mins)
 - Refreshments.
 - Name-tag station.
 - Attendance sign-in sheet with phone and email info.
 - Voluntary donation bucket.
- Welcome (5 mins)
 - Thank people for coming
 - Review agenda of the meeting (ideally visible, e.g. on butcher block paper)
 - Provide brief overview of People's Climate Movement.
- 10-second introductions (e.g. name, how you found out about the meeting, and why you came)
- Inspiration (5 mins)
 - Options:
 - Guest speaker.
 - Short video clip.

- Brainstorm of why this moment is so important.
 - Sing-along
- Introduce the action/message, if planned (5 mins)
 - Walk through the People's Climate Movement's platform highlighting the confluence of movements and intersectional theory of change.
 - Can be found [here](#).
 - Potential demands (e.g. calling on state attorney general to investigate Exxon).
 - If it exists already, review overall plan: rally, march, etc.
- Break-out groups (30 min)
 - Sample break-out groups:
 - Recruitment: how to get lots of people to turn out.
 - Media: how to capture local media attention.
 - Action team: what does the event look like (rally point, march route, roster of speakers, street theater, etc.).
 - Sample break-out group agenda:
 - Round of names and fun intro question (3 mins).
 - Discuss and articulate goal of break-out group, write up on butcher block (5 mins).
 - Brainstorm ideas (10 mins).
 - Vote/prioritize (5 mins).
 - Prepare/assign reportback to larger group (2 mins).
- Report-backs from break-out groups (10 mins)
- Lay out next steps, assign point people or ask for volunteers (10 mins)
- Announce next meeting/action and pass out sign-up sheet (2 mins)
- Socialize/have fun

******If you'd like a sample agenda or want to talk through your kick-off interest meeting, call our campaign headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.***

HOSTING A HOUSE PARTY

Our movement needs to build its power, and there are two primary sources of power: people and money. House parties are a fun way to bring people together, create community, and build both kinds of power: people power and resources to fuel our movement. These are moments where we launch people forward—people who have been asking what they can do to bring about change.

In the lead-up to the People’s Climate Movement, you can organize a house party to accomplish one or more of the following goals:

- Plan your local event.
- Recruit for an event (e.g. phonebank your contact list or blast out emails together).
- Take action together (e.g. writing letters to the editor).
- Raise money.
- Educate and motivate (e.g. film screening, guest speaker, etc.).
- Celebrate a victory.

If you want to organize a house party, check out [this handy step-by-step guide](#). Some of the content is a little outdated, since we created it for a different phase of our campaigning, but the basic steps, tips, and tools are all the same. An updated version is expected to be available soon.

Table of contents:

- Movement building: Hosting a house party.
- Brainstorming an invitation list.
- Sample email invitation.
- Sample snail mail invitation.
- RSVP phone rap.
- House party agenda.
- House party checklist.

MOVING LOCAL PUBLIC OFFICIALS

Local elected officials bring authority and credibility when they add their voices to a campaign. In the context of the People's Climate Movement, they could:

- Add visibility by sponsoring, attending, and/or speaking at an event or providing quotes for media.
- Publicly call on your state's attorney general to join the investigations of Exxon.
- Support local resolution related to carbon emissions, pipeline building or other fossil fuel infrastructure, or clean energy.
- Come out with a public statement opposing Trump's climate denialism.
- Issue a public demand that Secretary of State Rex Tillerson recuse himself from all climate change- and fossil fuel-related treaties and diplomatic negotiations due to his Exxon Mobil ties.

RECRUITING ACTION FROM A LOCAL ELECTED OFFICIAL

Tips:

- Connect with them personally.
- Make a strong ask.
- Confirm a solid follow-up plan.

How-to (phone call and/or in-person advocacy meetings):

1. Recruit folks from the community to be part of team
 - a. It is the job of elected official to respond to their constituents—people whose votes put them in the position they are in. Thus, it is helpful to bring these people to the meeting or ask them to make the call.
2. Scheduling meeting (if pursuing an in-person meeting).
 - a. Email office requesting a meeting and plan to call the next day to follow up
3. Prepare for call/meeting: Create an agenda, role-play, anticipate questions.
 - a. Sample agenda:
 - i. Introductions.
 - ii. Bring forward power: what organizations support your coalition, how many people are involved, are there constituents of this elected official in your group.
 - iii. Info-gathering from official—what matters to them, how do they see issues (i.e. What are the issues you're hearing about the most from your constituents right now? etc.).
 - iv. Context campaign/organization.
 1. If this is the first time you're meeting with the person,

- explain the corporate accountability action league or group of organizations represented.
- 2. Give an update on the local campaign you're working on and the progress you've made so far.
- v. Discussion/responses from elected official: gauge reactions, clarify, make your case, find out what they are currently doing on issue.
- vi. Request action.
 - 1. Make the ask! Don't be shy, ask for what you want!
 - 2. When possible, use the elected official's own language/motivations to provide a compelling reason for them to take action (i.e. "As you were telling us earlier, you care a lot about clean energy. Given this interest, can you to speak at our People's Climate Movement march?").
 - 3. Describe the impact it would have on the elected official's constituents if they took the action.
- vii. Set next steps: state them so you all have shared expectations
- 4. Hold the call/meeting.
- 5. Follow up.
 - a. Make sure you have their contact info.
 - b. Get any additional information you promised to them right away.
 - c. If they can't give you an answer right there about your ask, tell them when you'll be following up!
 - d. If they say no: Ask them what they need to see from groups/people like us going forward to change their mind. Consider other ways you could move them to see the importance of this issue -- ex. Bring a prominent constituent or donor to vocally support your initiative.
 - e. If they say yes: Think about how you can be cultivating/supporting them as a champion, with timely updates, information, and public appreciation.

******If you'd like a sample agenda or to talk through your advocacy meeting, call our campaign headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.***

SECURING MEDIA COVERAGE

The key to any successful organizing is making sure people know about it, before, during, and after. One of the best ways to amplify your message is through the media.

PITCHING JOURNALISTS TO WRITE ARTICLES

When you're having an event, one of the best ways to get coverage is to invite reporters to attend the event and cover it themselves.

How-to:

- 1-4 weeks out: Build a list of local or regional reporters to reach out to (local newspapers, radio stations, TV news channels).
- 1-2 weeks out: Write a media advisory and press release. (Contact us for sample materials!).
- 3-7 days out: Send out a media advisory to let reporters know what will be happening and why it is newsworthy.
- 1-2 days out: Call reporters to pitch the event.
 - Tips:
 1. Keep it short/simple—reporters are busy! BUT, don't forget that we're helping them do their job—be confident.
 2. Give the details.
 3. Strong follow-up!
 - Make sure the reporter has your info.
 - Follow up the next day with a new piece of information about the event.
- One day out: Send the press release to reporters so they can begin writing stories. Make sure to note that it is not for public release until the day of the event!
 - One way to do this is to send out an “embargoed” copy of the release.
- Day of: Send out a final updated press release after the event. If the reporter did not attend, include pictures. If the reporter did attend, thank them. In both cases, offer to provide more information or connect them to prominent spokespeople.
- 1-7 days after: Submit letters to the editor to amplify or secure coverage.

WRITING A LETTER TO THE EDITOR

Letters to the editor of your local newspaper are a great way to raise the visibility of critical issues, upcoming or recent events, and educate members of your own

community. They're also important to local elected officials, who monitor them to see what issues their community members are concerned about.

Instructions:

- 1) Find out how to submit letters to the editor to your local paper.
 - Usually it's via a simple form on the paper's webpage or an email to the editor.
- 2) Keep it short (150-175 words maximum).
- 3) Make one point and one point only.
- 4) Personalize it.
 - For instance, mention your role as a parent or teacher, your role in your community, or simply why you care about the issue.
- 5) LTEs more often get published when they're responding explicitly to a previously published article in the news outlet you're submitting to. (For instance, you could cite a recent story about climate change or Donald Trump's transition.)
- 6) End your letter with a call to action.
- 7) Include your name, address, email address, and phone number below the letter.
- 8) Call the paper to confirm that they received your letter, asking when it's likely to be printed (best done one day after you submit your letter).
- 9) Monitor your news outlet until your letter is printed, and email a copy of it to us at Corporate Accountability International: info@stopcorporateabuse.org.

******If you'd like sample letters-to-the-editor, a sample media advisory, or a sample press release, call our campaign headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.***

OTHER RESOURCES

- **“What should I do if I want to...”**
 - **“...organize an event in my community but don’t know where to start?”**
 - Call Corporate Accountability International headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.
 - **“...find an event to attend in my community but don’t know where to start?”**
 - Call Corporate Accountability International headquarters at (617) 695-2525 and ask for an action league coordinator or email actionleague@stopcorporateabuse.org.
 - Look for registered events online at www.peoplesclimate.org.
 - **“...march in D.C.?”**
 - Sign up at www.peoplesclimate.org to find events, connect with organizers, contact bus captains, etc.
- **What is Corporate Accountability International?**
 - Find out more about our organization’s mission, history, and success here: <http://www.stopcorporateabuse.org/about-us>
- **350.org’s Guide to Action Planning**
 - https://docs.google.com/document/d/1vi7Wx7uzUGE9_iDd5rdnXWagpFwTsHSJQtBWGKHoVX4/edit
- **Axioms for Organizers, by Fred Ross Sr.**
 - Simple toolkit for social justice organizing.
 - According to Cesar Chavez: *“Fred did such a good job of explaining how poor people could build power I could even taste it. I thought, gee, it’s like digging a hole. There’s nothing complicated about it.”*
 - Available for order here: <http://www.fredrosssr.com/axiomsfororganizers/>
- **Beautiful Trouble: A toolbox for revolution**
 - Great ideas for actions/tactics: <http://beautifultrouble.org/tactic/>