

CHECKLIST

Uniting Community Leaders on the CTBT

Create an organizing committee. This doesn't have to be a large group, even a team of 4 or 5 people can be an effective organizing group.

Find other groups active on nuclear issues to help with your letter.

- Check the list of Campaign Partner Groups for other groups in your state <http://nuclearweaponsfree.org/community/>
- Look into national organizations that might have a chapter in your state as well, such as Peace Action, Physicians for Social Responsibility, WAND, etc.

Meet. Setup an in-person meeting or conference call to create a plan for your letter outreach.

List of groups to approach

Brainstorm a list of groups to approach to sign your letter

Be strategic: Think about groups or people your Senator would be most likely to listen to.

- What constituencies does the senator reach out to during elections?
- What groups represent a large number of voters in your state or a key constituency?
- What groups or sectors contribute money or volunteers to your senator during campaigns?
- What was your senator's background before being elected? Are there people in that field the senator might listen to?
- What are your senator's priority policy issues? What committees does your senator sit on?

What connections do the people in the organizing committee have?

Find contact information, including an email address and phone number, for each group on your list.

How to approach signers

Build relationships. Remember that you are building a relationship for future work as well as this letter. Be positive, listen to their input and perspective, and make it clear that you would like to support each other's work in the future.

Email. Write an outreach email outlining the point of the letter, that can be easily updated for each group, and send it out to all of the groups on the list. See the CNFWF website for a sample outreach email you can edit: <http://nuclearweaponsfree.org/learn/ctbt/>

Call. Make a follow-up phone call to each person you sent an email to, from a few days to a week after the first email. Leave a message if they are not available.

Make the case for the CTBT. Think about how to make the case for the CTBT from the perspective of those you are reaching out to. Make sure you address their perspective up front in your outreach, and talk to them about why their organization should join the effort to ratify the CTBT. See the CNFWF website for a list of sample talking points to address the CTBT from different perspectives: <http://nuclearweaponsfree.org/learn/ctbt/>

Use polite persistence. We are all busy and things can slip through the cracks; don't be timid about sending multiple reminder emails and calling multiple times to get a response to the letter. It will probably take a few tries to get their attention.

Set a deadline. Set a deadline for signatures to the letter to create a sense of urgency, and make sure to mention that deadline in all of your communications. When you reach the deadline, it might be helpful to send one more round of emails saying the deadline has been extended for a few more days, to get one last surge of signatures. But when you reach the second deadline, it is time to stop trying to collect more signatures, and get the letter in to your senator.

Check-ins. Plan regular check-ins with your organizing committee to see how it is going, and to make sure that everyone is keeping on top of their emails and phone calls.

Make your letter public. Make sure that the public and your senator know about the letter. The point of the letter is to build pressure on the issue, so make sure to get their attention.

Deliver your letter. You can set up a public delivery to your senator's office.

Call your senator's office and tell them you are dropping off an important letter and would like to briefly speak to a member of the staff, or schedule a meeting with the senator or his or her staff to discuss the issue in depth.

Ask one or more of the signers to come to the office to deliver the letter with you.

Send out a media advisory, and find a member of the media to do a story on your delivery.

Bring a video camera and film the delivery yourself, then post on your website or blog.

Media

Send out a press release about your letter to local media.

Ask a prominent signer of your letter to write an OpEd in a local paper. It is often easiest to ghostwrite an OpEd for them, and ask them if they will sign it.

Write letters to the editor of your local paper about your letter.

Grassroots action

Amplify your message by sending an email alert to your members and networks, tell them about the letter delivery, and ask them to call the senator's office with a simple script:

"I am calling to support XYZ Organization and the letter they are delivering about the Comprehensive Test Ban Treaty. I urge the senator to support ratification of the CTBT."

Follow-up

Debrief your organizing committee. Have another meeting or conference call to talk about how things went, and what you might do differently next time.

Save your information. Carefully preserve the contact information of everyone who signed your letter and was part of your organizing committee. It is important to build on this work later as things move forward on the CTBT. You will want to be able to reach out to these people you now have a relationship with in the future without having to start from scratch.