Student Organizing Manual

“Peace Demands Action”

Peace Action New York State
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Welcome

Hello Organizers!

This is the Peace Action New York State (PANYS) Organizing Manual. Here we have compiled as much useful information we could find to help you in your organizing adventures. We have included information about Nuclear Disarmament as well as the Iraq and Afghanistan Wars to give a little bit of background on Peace Action’s views as well as to give you information to use when you are organizing. We have also included contact information for our current chapters as well as tips for how to start organizing. If you already have a group of people together, we hope the information on event planning and outreach will be useful. Finally, we have included information about street fundraising, which can be useful not only as a guide to street organizing itself, but also as guidelines for how to approach asking people for money while preparing for an event or at an event, or even over the phone! The last section of this guide is a page on reflection, which is a very important, but often forgotten, component of any event. In order to grow, it is important to look at the work that has been done, celebrate the successes, and discuss what can be done in the future to continue to improve and address people’s concerns.

Grassroots organizing is not an easy endeavor; however, when done right it can have immense effects. For examples of successful campaigns, just look at our Getting Started page. In grassroots organizing, it is important to remember that growing a movement and affecting change is a process. Holding events leads to people becoming more interested in the movement and more informed on the issues. This gained knowledge leads to people becoming members and eventually working and coordinating with the organization. Some of these people will become leaders in the organization and ultimately this whole process grows the movement. On paper this sounds simple, but growing a movement is anything but simple. A lot of hard work leads to sometimes seemingly small results. However, it is important to remember that every conversation you have, event you host, and person you reach out to is a step to reaching your goals. If you manage to reach out to just two people, and that person reaches two people, and so on, the organization and movement will grow exponentially.

*Let’s Get Started!*
About Peace Action New York State

Peace Action New York State (PANYS) and the Peace Action Fund of New York State (PAFNYS) are the New York affiliates of Peace Action, the largest grassroots peace organization in the country.

The Peace Action Fund of New York State
Peace Action is dedicated to promoting the non-violent resolution of conflict, the abolition of abolishing nuclear weapons, halting the global spread of conventional arms, building a human rights culture and supporting human needs instead of militarism. We pursue these goals through the production and dissemination of educational materials for the public, activists and policy makers, as well as through community organizing initiatives and public outreach. The Peace Action Fund of New York State is a non-partisan, non-profit 501(c)3 organization.

Peace Action New York State
Peace Action New York State is a 501(c)4 membership organization that uses lobbying and direct political action to complement the work of the Peace Action Fund of New York State. We have thousands of members and 18 chapters around New York State. As a grassroots organization, our local chapters play a large role in determining our agenda. Each chapter works on local peace issues as well as state, national and global concerns.

For more information please visit www.panys.org
On July 16, 1945, the world entered a new age; when the first atomic bomb detonated in New Mexico: the Atomic Age. Ever since, mankind has had the unbridled power to bring about his own demise by hellish inferno. To date, we have seen that the hands of men are simply not ready or ever will be ready to handle such an immense capacity to destroy. Throughout their relatively short existence, nuclear weapons have been used to annihilate two entire cities, Hiroshima and Nagasaki, killing 110,000 people seconds after impact and 230,000 by protracted radiation poisoning. Despite the destruction, it was not the end. On November 1st, 1952, the United States, followed by the USSR, developed the hydrogen bomb, a weapon “hundreds of times” more destructive than Little Boy and Fat Man, these now make up the largest percentage of nuclear weapons in the world. For nearly fifty years, B-52 bombers laden with nuclear warheads were ready to take off to drop their payloads against pre-selected Soviet targets within fifteen minutes and Minuteman and Peacemaker ICBMs were ready to launch at a moment’s notice. However, in 1991, the Cold War came to an end, but now, nine countries: the United States, Russia, Great Britain, France, China, India, Pakistan, North Korea, and Israel, posses nuclear weapons with a combined arsenal of 23,000 warheads, enough to destroy civilization a hundreds of times over. Acknowledging the dangers that they pose, world leaders have started to take steps towards nuclear abolition.

### Some Near Misses

- A fallacious radar report of 2,200 incoming missiles, enough to end the world by nuclear winter, was the result of a training tape played on the wrong machine, but it prompted mid-western missile crews to prepare for the worst.
- A faulty computer chip showed incoming nuclear missiles, first two, then none, then 200, prompting the United States to ready its arsenal for launch.
- HMS Vanguard and Le Triomphant, nuclear-missile attack subs, collided on routine patrol. The cause of the snafu, which could have ignited a mushroom cloud: they couldn’t “see each other.”

### Treaties

- **Strategic Arms Reduction Treaty**—USA and USSR signed in 1993, cutting stockpiles by 2/3
- **Comprehensive Nuclear Test Ban Treaty**—195 member nations prohibit nuclear arms testing
- **Nuclear Non-Proliferation Treaty**—189 countries pledged to prohibit the distribution of nuclear weapons

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Most information provided by the Federation of American Scientists and “The Process of Zero” by Jonathan Granoff
On October 7, 2001 after the Afghan government refused to expel Osama Bin Laden, the United States invaded Afghanistan. October 7, 2010 will be the ninth anniversary of that invasion, making Operation Enduring Freedom the longest war in American history. Progress since has been painfully slow. According to Gen. Petraeus, Commander of Coalition Forces in Afghanistan, Afghan soldiers and police lack “combat power” and will not be able to hold their own against seasoned Taliban insurgents despite the fact that they are supposed to secure the country on their own once U.S. forces start to leave the country next July. Furthermore, we have yet to find Osama Bin Laden, who is still at large, breathing free air while thousands of his victims sleep in the dirt.

To make matters worse, on March 20, 2003, American and British forces invaded Iraq under the pretenses that Saddam Hussein was building weapons of mass destruction and that he was aiding the Taliban. However, it was later discovered that these charges were false, so as things stand, our war against Iraq is barely, if at all, related to our war against terrorism. In the meantime, we have spent hundreds of billions of dollars and caused the deaths of at least 108,700 Iraqi and Afghan civilians, with untold numbers of unreported deaths. Here are some quick facts that might prove useful in conversations on the subject.

- Coalition servicemen and women that have been killed in action- 6,654
- Money spent on the wars since 2001- -$1,016,501,340,000
- Documented violent deaths in Iraq and Afghanistan- 100,000-150,000 and 8,669 respectively
- American servicemen and women in Afghanistan as of August 2010- 98,000
- Iraqi detainees that have died in US custody-98
- Rounds of ammunition used by US forces in Afghanistan and Iraq a year- 1.8 Billion
- Percentage of returning Iraq war veterans who have PTSD-12-20%
- Evidence of WMDs in Iraq- None
- Rate of suicide bombings- Three a week
- Afghanistan IED incidences that were reported from 2006 to 2008 in -7,300
- Money spent on contractors training Afghan recruits who were never even taught how to adjust their gun sights, making it virtually impossible to use their weapons effectively- $6 Billion
- Death rate for the Afghan National Police- 125 per month out of a force of 90,000 total

DID YOU KNOW?
$474 Billion has been spent over just the past three years in Iraq and Afghanistan-
IN OTHER WORDS….

- Enough to give every person in Manhattan a:  
  - Brand- new Ferrari 458 Italia
  - A Manhattan studio apartment in cash
- Enough to give every child in New York City:  
  - Four years of college at any Ivy League school
- Enough to give every American adult:  
  - Basic health insurance for a year
- Enough to give every American:  
  - A fieldside box seat at a Yankee game
  - Groceries to feed a family of four for a month
- Enough to give every human being:  
  - Hepatitis A & B vaccination
- OR…
- To give EVERY child in the world a primary school education.
Chapters

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YOUR CHAPTER HERE 😊
ADDRESS
YOUR NAME
TELEPHONE #
Getting Started

First let's look at some common misconceptions and realities of organizing:

- Change comes from a superhero who swoops out of the sky to save the day.
  - False—Real change comes from ordinary people working hard at reaching out to people one by one, having conversations, and spreading awareness.

- Movements happen like a big explosion—all of a sudden, usually following a crisis.
  - False—Effective and stable movements grow over time with careful planning and organizing.

- Organizing takes time, creates relationships, and has made lots of changes in the world.
  - True—If you don’t believe me, look at the examples.
    - Ex. *If you have ever worked a minimum wage job*....
      Workers organized and fought for the implementation of a minimum wage so that, legally, bosses had to pay workers at least a certain amount.
    - Ex. *If you or someone in your family voted in the last election*... Women and led a massive campaign for the right to vote. Women won the vote nationwide in 1920.

Not sure where to start? Try creating your own spectrum of allies with the people and groups in your life...

Once you have mapped out all the people and groups you can think of, focus on who you are going to reach out to, how you are going to reach out to them, and what you are going to ask of them. Focus on moving each group of people one box over. Turn Passive Allies into active allies and Oblivious Neutrals into at least Friendly Neutrals. Active opponents are not people who are going to come to an event, but friendly neutrals might engage in a conversation.
Organizing a House Party/Event

CHECKLIST (Details to follow)

Before the event:

- Set goals for the number of attendees, and if applicable, amount of money to raise
- Decide who should host the meeting
- Plan agenda and program carefully
- Send out invitations individually to particular members of the community who will be interested
- If applicable, reach out to Peace Action organizers for contact information of individuals in your area
- Decide on a speaker—you, another member of your organization, a participant, etc.
- Find cosponsors—look to other organizations or groups who might share your cause
- Set Venue—Find a suitable place to hold the event and speak with the manager/owner to define all restrictions, regulations, and “perks” you may get from using the space

At the Event:

- Have brochures and other information out and easily accessible
- If you are collecting money at this event, give a soft pitch at the beginning, pass around a physical hat or box and a **sign-up sheet** and make a hard pitch mid-way through the event (before the question and answer period)

Follow-up after each Event (this is the most important part of the event!):

- Send out thank you notes (include information about Peace Action and your group)—thank all volunteers/helpers
- Send update notes to those who couldn’t attend; if it was a fundraising event, ask them to contribute anyway to help meet your fundraising goal
- Follow-up with those that attended who might be interested in getting more involved (this will be immensely helpful in growing membership)
- Contact Peace Action and let us know how your event went
- Follow up with the venue—thank them
Sample Planning Timeline

6-8 Weeks before the event:
- Set goals for the event (# of attendees, etc.)
  - Set high goals, but also be realistic—keep in mind the audience you are trying to reach
- Decide on date, host/location, speakers, and presenters (Nothing else can happen until this step is established)
- Contact Peace Action so we can get materials to you and let you know of Peace Action contacts in the area
- Find cosponsors; look for other groups on campus or other organizations off campus who might be interested in being part of the event
- Set venue—Make sure to plan ahead as many places require significant advance notice

3-4 Weeks before the event:
- Send out invitations, set up a Facebook event, create and distribute fliers, send fliers to cosponsors, and ask cosponsors to inform members about the event
- *Remember to mention cosponsors on the flier
- *When reaching out, remember that Facebook and E-mail are two of the weakest forms of communication. Call and talk to those people you can.
- Reach out to any major donors who may be able to underwrite the cost of the event
- Put together an agenda for the event and decide on additional logistics for the party (food, entertainment, etc.)

2 Weeks before the event:
- Call to follow-up on invitations
- Call key stakeholders to make sure they’re coming—and that they’re inviting others from their networks (stakeholders may include good friends, community leaders, chairs of peace and justice organizations, etc.)
- Reach out to the publications on campus and if it is a larger event, media off campus to see if they will cover the event
- Confirm with the venue

1 Week before the event:
- 5-7 days before the event call those who have not responded
- 3-5 days before the event call/e-mail/text/facebook to remind those that have RSVPed

Week of the event:
- Put together any items you need for the event
  - Ex. Basket to pass if collecting money

Day of the event:
- Set out a sign-in sheet, money basket, name tags (optional) and group materials
  - *Tip for the sign-in sheet—sign the sheet first and fill-out all the information that way people who sign after you will be likely to fill-out all the information as well
- Set out chairs, refreshments, additional set-up
- Send out a final reminder e-mail/ text to all participants
- Take photos, video blog, and Tweet!
- Be at the venue at least an hour before the scheduled event

Week after the event:
- Send out thank you notes and additional follow-ups
- Send out any photos/video of your event and e-mail sign-ups you receive to Peace Action
Tips Specifically for a Fundraiser

❖ Set goals for your fundraiser, including…
   - What do you want to use the funds for?
   - How much money do you need to raise in order to achieve this goal?
   - When do you need the funds by?
   - What role do you want the chapter members to play?

❖ Evaluate your resources first, assessing…
   - How many chapter members can/will participate?
   - How much money can you spend on up-front expenses?
   - What materials can you get donated?
   - What transportation is available, if needed?
   - What locations are available?

❖ When brainstorming ideas for your fundraiser…
   - Brainstorm as many ideas as possible.
   - Check your ideas against your resources (with our resources, is this fundraiser possible?).
   - Agree that everyone is excited about the idea.

❖ Delegate responsibilities to make sure that…
   - Every task was covered.
   - Everyone was clear about what was expected of them.
   - Specific deadlines were set for each task.
   - Specific dates/times were set to reconvene to report on progress.
   - The full manpower of your chapter has been utilized.
   - Everyone feels included and informed.

❖ Follow up on your fundraiser by…
   - Sending thank you letters for donated items and participation.
   - Informing all the participants of the results.
Ideas for Events and Fundraisers

- **Happy hour**—Have a networking event at a local bar.
- **Dedicated collection**—At a religious service, ask for the donations to be given to the organization especially a specific cause.
- **Admission Increase**—Ask to raise the admission to an existing event (dance, sport event, etc) and the additional money will go to your organization.
- **Anything-A-Thon**—Secure pledges that correspond with the a-thon (miles for walking, dancing, hours for rocking, volleyball, other sport, etc).
- **Auction/Raffle**—Solicit donations from the community, then auction or raffle off items.
- **Bake Sale**
- **Benefit Concert**—Do publicity for a local band and get a percent of the cover charge.
- **Merchandise Sale**—Contact Peace Action staff about selling t-shirts etc.
- **Dog wash/Car wash**—Have people bring their cars or pets to be washed by Peace Action coalition members.
- **Film Festival**—Have a theme night and charge admission.
- **Flower/Candy Gram**—Sell grams for different holidays.
- **Garage/Yard sale**—have an end of the year/beginning of the year rummage sale with items that have been donated from students/faculty.
- **Number Guesses**—Fill a bucket or water jug with candy and charge for a guess—the prize can be the candy.
- **Open Mic Night**—Charge audience members a small entry fee.
- **Serenades**—Recruit talented members to sing or your school’s singing group. Advertise around school that they can be hired for singing telegrams for birthdays, holidays, etc.
- **Twister tournament**—Get prizes donated for the winner.
- **Have a debate**—invite professors, students and experts to have a one-on-one or panel debate about different issues.
- **Essay and Photo Contest**—Have a photo or essay contest. Get the prize donated from a local store and post the winning photos or essays where they can be easily viewed and accessed.
- **Write a letter to the editor**—Send letters to your local newspaper as well as your school’s publications.
- **Have a paper crane folding campaign**—fold 1000 paper cranes like Sadako in the story and have a wish making ceremony at the end to celebrate your accomplishment and look toward the future.
- **Hold a trivia night**—have a traditional trivia night but make a special bonus category for trivia relating specifically to the issue you are advocating for.
- **Describe a nuclear blast**—Look up the statistics for the effects of a nuclear bomb. Pick a place on campus, tape a giant red X, and make it personal. Give people statistics about the bomb’s blast radius and the effects it would have on the school as well as the surrounding area.

For more fundraising ideas, check out:
www.grassrootsfundraising.org and www.ussf2010.org/feedtheroots
Sample Agenda

Here’s a sample agenda for you to use. As always be creative! Feel free to modify this sample to fit your event.

Informal Greetings (15-30 Minutes): People arrive, have them come in and fill in the sign-up sheet, handout information about your group.

→ If you have petitions, leave them out on a table near the entrance, but not right next to the sign-up sheet. If there are too many things to sign at once and a line at the door, people are less likely to sign the petitions.

Welcome (5 Minutes): Short welcome by the host, who will explain the agenda for the party, possibly facilitate and introduction for the whole group (if small), and (if applicable) reinforce the fact that this is a fundraising event.

Refreshments (10 Minutes): Give attendees a little more time for refreshments.

(Optional, especially good if there are still late arrivals showing up)

Speaker (10-20): Have a main speaker or artist perform and tie-in to Peace Action’s mission—this is when a PowerPoint or another type of media could be shown.

The Pitch (5 Minutes): Encourage people to donate and pass the hat.

Q and A (10-15 Minutes): Allow people to ask questions about Peace Action or the speaker.

Final Thank You (5 Minutes): Within your closing remarks mention additional ways people can support your group after the meeting, including:

• Becoming part of the student coalition or another chapter
• Inviting Peace Action to speak at one of their events
• Hosting a house party or event of their own to spread the word to new networks

Mingle/Closure (20 Minutes): Allow people to continue to talk to each other and ask the speaker and host questions.
Writing A Fundraising Pitch Script

Tips for Asking for Money
The host should do this, as the people invited will know them and feel more inclined to give. It is important to include the following:

- Why your group is unique/Why donate?
- Why does your group need individual donations?
- Testimonials on the work and the direct impacts of the nuclear industry/wars
- Tell your guests the fundraising goal for the evening and that you need their help to reach that goal
- Ask for a specific minimum contribution and challenge people to give more.
- If you know someone that will be donating a larger amount, have them announce that they are putting that amount into the hat
- If you can, hold a raffle/auction off items to raise money. Items can be donated from various restaurants or stores

Here is a sample pitch you can use as an outline for your own event. Having a script is good, but don’t read what you wrote verbatim. Be comfortable enough with what you are saying to be able to give a heartfelt and sincere speech. Feel free to use this as a guide, but know that the best pitch will depend on your own experiences and your knowledge of the audience.

Thank you all for coming tonight. It’s great to have you all here. I want to take a few minutes to tell you about the power of Peace Action’s work and explain why I have been moved to support their work.

Peace Action is the largest grassroots, peace non-profit in the country. In New York alone, it has over 18 chapters with 3,000 members. Peace Action is dedicated to promoting the non-violent resolution of conflict, the abolition of nuclear weapons, halting the global spread of conventional arms, building a human rights culture, and supporting human needs instead of militarism. They pursue these goals through the production and dissemination of educational materials for the public, activists and policy makers, as well as through community organizing initiatives and public outreach. Recently, Peace Action coordinated with other peace groups in the city and held an international conference timed with the opening of the UN Nuclear Non-Proliferation Treaty (NPT). The Peace Action review conference ended in a march of 15,000 people from Times Square to Dag Hammerskjold Plaza, ending with a music festival.

Why are we all here tonight?
We’re all interested in building a safe and sustainable world for our children, our grandchildren, and ourselves. We all want our families and the global community to live without the fear and continued threats of nuclear extermination.

We’re all aware that the global community and our country, in particular, need to examine the way that our natural resources are used and begin making substantial changes to protect the earth for future generations. We all believe that building and working in the community can have a profound impact and put pressure on decision makers to shift the current political agenda to one that supports life and respects justice. I think that we all have a role to play in this transformation.

Peace Action activists are making a difference. By speaking in their communities, working to change the discourse in their local media, holding fundraisers for Peace Action, and speaking to their political representatives, our delegates, they are opening possibilities for change. I would like to invite you today to help sustain this organization and our groundbreaking work for peace and justice. Your donation is essential to building and strengthening the work Peace Action does.

Thanks for listening. We’ll have some more time for questions and answers about Peace Action and the work we do, but right now I want to pass the hat. Thank you!
To Whom It May Concern:

My name is Charlie Gumz and I am the membership coordinator for Peace Action Fund of New York State (PAFNYS). Peace Action is the largest grassroots peace organization in the country. In New York State there are 18 Peace Action chapters with over 3,000 members statewide.

We are currently working towards broadening our membership base among 21-30 year olds.

As a non-profit we are often looking for new and exciting ways to grow and evolve. In order to reach a new membership base and attract different people we are looking for venues that would be interested in working with us to provide drink specials, an open bar, or any other type of promotion.

Please contact me if you are interested in getting involved and working with Peace Action on this project.

Thank you very much.

Sincerely,

Charlie Gumz
Membership Coordinator
1. If you are reaching out for a specific event, be creative! Think about the people in your life that you could potentially invite:
   - Fellow students
   - Other organizations or clubs
   - Family members
   - Current and former co-workers
   - Professors, Teachers, Mentors
   - Parents of your friends and classmates
   - Friends
   - Neighbors
   - Local activists
   - Send emails to any listsers you are a part of; create an event for Facebook; create an e-vite; post the event on Twitter and other social networking sites

2. Tips for Sending E-mails
   - Make the subject line brief but descriptive.
     - Questions can be interesting subject lines.
   - USE BUT DON’T ABUSE CAPITAL LETTERS!
   - In the first line of your e-mail, tell people exactly what this e-mail is going to be about and what you are asking them to do.
   - P.S. A postscript can be useful as most people scan the dozens of e-mails they get every day. A postscript is a good tool to highlight an important point or reminder.
   - Because many people just scan e-mails—make them scan-able.
     - Use dashes and bullets
     - Don’t write long blocks of text

3. Generally, only one out of four people who are invited will attend your event. The response rate is even lower if you use email only. The most effective way to get good attendance is to mail out invitations, and follow up a week later with a phone call or conversation. Five to seven days before the party, make a second reminder call. Some people prefer text messages, so it’s a good idea to text people as well. The more methods you use, the more likely you are to get a commitment.

4. Follow-up calls are the most critical factor in the success of any event. Two weeks before your event, start calling each person on your list. Even if you ask people to call you to RSVP, only a small number of people will actually call you first. It’s important to call them.
   - Invitations should include the date, time, and address of the event.
   - Include good directions to the location (a map can be very useful).
   - Include your phone number and e-mail so people can reach you if they have questions.
   - Ask guests to RSVP so you have an estimate of how many are attending.
   - Be direct in mentioning that the event is a fundraiser (if it is) in your invitation so that people know they will be asked to contribute.
   - Also, if it is a fundraiser, make it clear people who cannot attend can still send a donation.

5. Tips for Fliers
   - For fliers, sometimes less is best. You want people to see the important information and not be overwhelmed by so many details.
   - Print your fliers on different colored paper—this will make them stand out from the crowd.
   - A map on the back of a flier is a great visual and a good way to help people remember your event.
Flash Runways

Catch the Peace Action New York State staff at our first Flash Runway! We will spontaneously roll out our carpet and model the peace sign to remind people to think of the sign not only as a fashion statement, but also as a symbol with an important history and meaning.

Times Square
June 24th
1:00 P.M.

If you are interested in getting involved either as a model or in some other capacity, please contact Kitty: 646-723-1749 or Kitty@panys.org. See you at the runway!

Rain date Monday, June 28th!
Special thanks to Popular Carpet for making these runways possible!
Did you know...

• The Peace Sign was first created by the British artist Gerald Herbert Holtom as a symbol for the Direct Action Committee against Nuclear War in 1958

• The lines are from the naval code semaphore (the practice of using flags to spell out letters) combining the codes for “N” and “D” to stand for Nuclear Disarmament
  o The diagonal lines represent N
  o The vertical line represents D

• The circle, representing the idea of totality or completeness, symbolizes complete disarmament

• The symbol has become an international icon for peace everywhere symbolizing not only an commitment to end to nuclear disarmament, but also a commitment to end to war

• About $900 billion of US taxpayers’ funds have been spent or were approved for spending through Sept 2010 for the Iraq and Afghanistan Wars

• 4,683 US Soldiers and an estimated 600,000 Civilians have died in both the Iraq and Afghanistan Wars

So, when you wear the peace sign...think, peace

• Peace Action New York State has 18 chapters and thousands of members across New York State, including a new student coalition in NYC.

• Peace Action coordinated the Non-Proliferation Treaty Review conference in May 2010, which ended with a rally, a march, and a festival in Times Square where 15,000 people rallied for a nuclear-free world.

• On June 8th, Peace Action hosted a night with Noam Chomsky and Col. (Ret.) Ann Wright, an activist from the Gaza Freedom Flotilla.

To learn more, check out [www.panys.org](http://www.panys.org) or friend us on Facebook: Peace Action New York State.

Peace Demands Action.
1. **Body Language**
   - **Eye Contact**—Hypnotize them and don’t look up when you are searching for words. If you are distracted the supporter will be distracted.
   - **Smile**—Have a friendly, non-threatening smile.
   - **Voice**—You voice should be calm, friendly, steady, and in low tones.
   - **Arms**—Your arms should be at your side. Don’t distract the supporter.
   - **Feet**—Your feet should be firmly planted, but in a relaxed stance. Don’t sway back and forth.
   - **Follow their cues**—Recognize the cues a person is giving you and be serious or funny, passionate or sober. An exception to this is if they are hurrying, then speed up the pitch.

2. **The Donor Interaction**

<table>
<thead>
<tr>
<th>URGENT</th>
<th>PERSONAL</th>
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<tr>
<td><strong>URGENT</strong></td>
<td>Make it clear that there is an URGENT need to solve the PROBLEM.</td>
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<table>
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<tr>
<th>SOLVABLE</th>
<th>LONG-TERM</th>
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<tbody>
<tr>
<td><strong>SOLVABLE</strong></td>
<td>Illustrate how the charity is the best SOLUTION to the PROBLEM.</td>
</tr>
</tbody>
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3. **Safety First**
   - Always keep in visual range of other staff.
   - Always make sure someone knows where you are while canvassing, on breaks, etc.
   - Know the office phone number and exchange numbers with the people you are with.
   - If someone is bothering you, do not engage them, if necessary leave the area or find a supervisor.

4. **The Pitch**
   - **What to say:** The actual words you say in your pitch need to be pretty much the same every time. You need to speak clearly, loudly, and appropriately—*Do you have a minute for Peace Action?*
   - **When to pitch:** Start speaking when the person is about 5 feet away (you do need to account for how fast people are walking).
   - **Pivot:** Pivot your feet so you are standing square on to the person you are speaking to. This allows them to see that you are showing them respect and that you have an expectation for them to stop and talk with you.
   - **Ask with intention:** When you are pitching, you need to intend and expect the person to stop and talk with you.
   - **Pop their bubble (acknowledgement):** The goal of pitching is not to have everyone stop and talk with you, but to have people acknowledge your presence and the presence of the organization.
   - **Everything makes sense in context:** Not everyone is going to stop and not everyone is going to be happy and friendly: it’s important to remember this is ok. We don’t know what someone’s day has been like and we don’t know someone’s views on different issues. We are not out on the street to convert people. We are out to have conversations with interested people and we are out to raise money for the organization.
   - **Positive interactions:** Do your best to make sure that every person that is pitched feels like it was a positive interaction. Even if a person doesn’t stop, if you feel you want to say “Have a good day” or something to that effect—make sure it sounds just as enthusiastic and positive as the actual pitch. This will make it more likely that that person will stop in the future.
Street Organizing (Cont.)

I. The Pitch—“Hi, do you have a minute for…?”

II. The Introduction
   A. Who We Are—Short but powerful. This section needs to give the potential donor an idea of who the organization is and also how effective it is too.
   1. Ex. Peace Action is the largest, grassroots, peace organization in the country. In New York, we have 18 chapters with over 3,000 members.
   B. What We Do—In this section, it is important to summarize the essentials of what the organization does into a few key points.
   C. How We Do It—When telling a potential donor what the organization does, notice what points interest them specifically and try to give them a success story that fits this point.
   D. Transition—“We need to make sure that we can keep doing this work and that’s actually the reason I’m here…”

III. The Reason—“The reason I am here today is we’re looking for people like yourself, who are passionate about nuclear disarmament, to join Peace Action.

IV. The Moment (Paint a Picture)
   A. Success Story—With the example story you are showing the donor what the real issues are, the scope of the problem, how it actually affects people and the world, and also that we are either working to, having already, or about to fix the problem
   B. Make Sense—“Does that make sense to you?”

V. The Ask—“What a lot of people like to do is $2 a day. That’s less than a coffee a day. Would you be interested in giving at that level?”

VI. Negotiate
   A. If $60 seems easy: Fill out the form and just before filling in the amount, ask: “You know, some people do $70 or $80 a month. Would you like to do something like that instead?”
   B. If $60 seems like too much: “You know, the great thing about this is that you can actually pick any amount you want to give. The best thing for us is if you pick an amount you can do without it being a problem. A lot of people give $20-$30 a month, would that be better for you?”
   C. If $20-$30 is too much: “Okay. One of the other great things about monthly giving is it really makes a small amount go a long way. Even something like $10 a month makes a big difference because it helps reduce our fundraising and administrative cost. Would that be better for you?”
   D. Single Donation—“I understand if you’re not ready to make a monthly gift right now. Still, it seems like you really care about this work. I wonder if you might be able to help out with a single donation.

VII. The Thank—“Thank you so much ________, your gift really makes a difference. Because of your donation, we can keep doing the work we do for nuclear disarmament and ending the Iraq and Afghanistan Wars. Have an awesome day!

VIII.
June 10, 2010

Organization you are addressing
Address of Organization
Organization Phone 

To Whom It May Concern:

My name is Linda McSorley and I work for Peace Action Fund of New York State (PAFNYS). We would like to have Housing Works donate a peace swimsuit for our summer fashion shows. PAFNYS is a non-partisan, non-profit 501(c)3 organization. PAFNYS is dedicated to promoting the non-violent resolution of conflict, abolishing nuclear weapons, halting the global spread of conventional arms, building a human rights culture and supporting human needs instead of militarism. These goals are pursued through the production and dissemination of educational materials for the public, activists, and policy makers, as well as through community organizing initiatives and public outreach. We have 18 chapters across the state and over 3,000 members.

This summer we are trying to bring attention to the peace sign not only as a symbol of fashion, but also as a symbol with an important history and legacy for promoting peace. In order to achieve this goal, we will be holding a series that we are calling “Flash Runways” throughout the NYC. Flash Runways will be groups of young people holding fashion shows on the streets in the city. We will roll out a carpet and model fashions that feature the peace sign. Along with the show, we will pass out fliers that feature the history of the peace sign and information about PAFNYS, as well as how viewers can get involved. Our aim is to bring awareness to what the symbol stands for and make people conscious of the meaning behind what they are wearing. We have most of our outfits for the show together; however, we are missing a swimwear look, which no fashion show is complete without.

In exchange for the swimsuit, PAFNYS will credit Housing Works at every show and acknowledge Housing Works as a pro-peace organization in literature we send out in relation to this event. The donation to Peace Action would be tax deductible and it would be supporting an important cause. Your organization supports the idea of fashion for social action, which aligns with Peace Action’s views directly. Thank you so much for your time. Please contact me after you have a chance to look over this letter.

Sincerely,

Linda McSorley

TITLE
Reflection

Reflection is an important part of any event. Even if it is only for 5 minutes it is good for volunteers and organizers alike to sit down and talk about the event.

One excellent reflection model is the **What? So What? Now What?**

1. **What?**—(Report what happened objectively.) Without judgment or interpretation, participants describe in detail the facts of the event.
2. **So What?**—(What did you learn? What difference did the event make?) Participants discuss their feelings, ideas, and analysis of the event.
3. **Now What?**—(How will volunteers, organizers, and participants think and act in the future as a result of this experience?) Participants consider broader implications of the event and apply learning. Be aware to strike a balance between realistic, reachable goals and openness to spontaneity and change.

**Facilitation Tips**

- Be honest
- Maintain a neutral stance
- Don’t pretend to be an expert
- Be open to learning from others in the group
- Don’t be too formal
- Maintain a sense of humor
- Be genuine
- Show your interest in the group discussion
- Promote active listening
- Encourage participation by all
- Create a safe space
- Manage disagreements
- Promote equality (ex. don’t be the “leader,” be a “facilitator”)
- Be mindful of power dynamics
- Provide opportunities for closure and evaluation

**Reflection Ideas:**

- Pose a question
- Read a quote
- Study an image
- Have each person draw an image
- Yarn Web—Stand in a circle. One person starts and says something about the experience then they throw the yarn to another person while holding onto the end of the string.
- Put a big piece of paper on the wall and have participants write/draw whatever they want and then share.

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<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
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<tr>
<td>Use open-ended questions</td>
<td>Disregard people’s ideas</td>
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<tr>
<td>Ask for specifics &amp; examples</td>
<td>Put people on the spot</td>
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<tr>
<td>Paraphrase and summarize</td>
<td>Downplay thoughts, feelings</td>
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<tr>
<td>Acknowledge contributions</td>
<td>Force people to speak</td>
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<td>Redirect questions to group</td>
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<td>Be creative</td>
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<tr>
<td>Pose challenging questions</td>
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