



Guide to Building a Local Campaign

Hold a “*Trading Democracy*” House Party

1. Hold a house party to screen the Bill Moyers video *Trading Democracy*. Invite friends from the Sierra Club as well as allies from the labor, family farm, small business, or faith communities. Also, invite local government officials to learn how the laws they pass are directly threatened by NAFTA's corporate lawsuits.
2. At your house party, be sure to have everyone write letters (using the enclosed models) urging your US Representative to oppose fast track. Please fax these letters using the numbers provided in this kit.
3. Invite a sympathetic, local reporter to come to the party and write about *Trading Democracy* and your organizing efforts.
4. Use the house party to plan further out-reach activities in your community.

Community Outreach Ideas

1. Screen *Trading Democracy* at your Sierra Club group meeting, place of worship, or union hall. (If time is short, just show the first 10 minutes on the California clean water case.) Always encourage people to write to or call their Representatives on the spot.
2. Organize a "townhall" to screen *Trading Democracy* to a large audience. Invite an outside guest speaker to come to your town hall. Invite local government officials to speak. Invite your Representative to explain her/his views on fast track. Again, ask people to write letters using the models enclosed in this kit. Make sure to invite reporters to the event. To obtain rights to stage a public screening, please contact Diane Bilello at Films for the Humanities at diane.bilello@films.com or 800-257-5126 (ext. 8039). The cost for obtaining public screening rights is \$60.
3. Schedule a visit with local editors, talk radio hosts, or reporters to explain your views on fast track and *Trading Democracy*. Share with them the video and printed materials in this kit.
4. Set up a booth on campus. Pass out fact sheets and collect letters to Representatives urging opposition to fast track. Or have some cell phones handy and ask people to call the Representatives' offices on the spot.
5. Go to a busy street corner with a clipboard, a cell phone, and copies of the factsheet and sample letter. Offer “cookies for calls” or “cookies for signatures”, giving a cookie to anyone who calls or signs a letter to their Representative.

For further resources, visit www.sierraclub.org/trade

Make Trade Clean, Green & Fair