

- a. Assemble a local team of strong leaders that includes both HCAO supporters and people recruited to the HCAO campaign for the purpose of obtaining a local resolution. If possible, include people who have worked on local resolutions in your community.
 - 1) Communities with a recent resolution relating to excessive money in politics – Ashland, Baker City, Beaverton, Coos Bay, Corvallis, Eugene, Lincoln County, Multnomah County, Newport, Silverton, Talent, West Linn, Yachats.
 - 2) Communities with a recent resolution relating to the earned income tax credit – Benton County, Clackamas County, Eugene, Hillsboro, Lane County, Multnomah County, Springfield, Beaverton
- b. Discuss which content would work best in your locality. Let HCAO leaders know what you decide. There may be good reasons for deviating from the suggestions in this document, but make sure that it makes sense to HCAO leadership.
- c. Immediately begin collecting, preparing, and preserving local “stories” to use in the campaign. Stories are powerful persuaders, and local stories are best, if they can be found. (Also send stories to the state HCAO Story Bank.)
- d. Build and maintain solidarity among this local team with meetings, potlucks, fun and serious events.
- e. Contact friends and allies and build a list of people who will support the local campaign in some way.
- f. Decide whether or not you will gather signatures to help pressure the local body to support a resolution. In general, signature gathering is a powerful tool that can also be used to build the organization. Make sure to also collect contact information (email & phone) if the signer is willing.
- g. Hold local private and public/media events to develop local awareness of HCAO issues and solutions. The local team should decide how much background education on the issue should precede telling the community specifically about the proposed local resolution. These events will promote HCAO generally as well as the local resolutions campaign. HCAO should be prepared to supply materials and speakers.
- h. Meet with decision-makers (i.e. the city or county officials who will vote on the proposed local resolution). Meet face-to-face several times, establishing a relationship and making a clear, firm “ask.” Send email to councilors and participate in online forums set up for discussing local issues. Invite them for tea, coffee, beer, wine, etc.
- i. Contact media about intent to propose local resolution. Send LTEs.
- j. Propose the resolution as appropriate to the local body.
- k. Line up speakers at the meeting of the local council, according to its rules. Provide them with talking points.
- l. Turn out as many people as you can for the meeting(s) at which the local resolution will be discussed and voted on; make speeches; keep in touch with media.
- m. The local body may well want to put the resolution in their own words. Be open to reasonable changes, but be wary of changes to the nature of the resolution.
- n. Celebrate victory, and send a copy of the approved resolution and other relevant information

to [Charlie Swanson](#).