Sample Local Action Campaign

Skip the Stuff is a national campaign launched through UPSTREAM’s National Reuse Network. For more information, visit: bit.ly/skipthestuff

We are providing you with this sample organizing strategy in case you want some good ideas to ramp up your campaign.

1. Create a Local Campaign Coalition
   - Invite people/organizations to participate. Some groups to consider:
     - Watershed groups
     - Environmental justice groups
     - Climate activists (yes, this is a climate issue)
     - Youth groups / teachers (anti-plastic, climate, and zero waste focused)
     - Seniors groups
     - Anti-incineration activists (if your trash is being incinerated)
     - Representatives of under-serviced areas of the community that are highly impacted by trash
     - Zero waste business leaders
   - Establish regular meeting schedule
   - Create comms, policy, and outreach subcommittees
   - Create a campaign plan
   - Keep the national campaign informed – assign someone as a lead contact who will participate in monthly Skip The Stuff meetings.

2. Form a Legislative Committee
   - Legislative subcommittee meets with staff – share policy language; work on policy language with legislator/staff.
   - Identify legislative targets
     - Meet with legislative targets – identify key issues/obstacles
   - Choose action assets – how will you build pressure on the legislative targets?
     - Petition
     - Sign-on letter
     - Social media
   - Work with comms and outreach committee to put pressure on key legislators
   - Set timeline for campaign/ordinance introduction
   - Identify appropriate city commissions/agencies to meet with:
     - Office of Economic Development
     - Small Business Commission
     - Recycling/waste agency and commission
     - Public Works – whoever is in charge of litter control and cleanup
3. Form an Outreach Committee

- Meet with key business stakeholders – discuss restaurant cost savings, litter reduction potential (use fact sheet); identify their concerns:
  - Chamber of Commerce
  - Restaurant association
  - Business improvement districts
  - Restaurants
- Consider doing a survey of local restaurants – keep it short!
  - What accessories do they offer?
  - Do they give them out automatically or on request?
  - Describe what opt-in would look like...
    - What are their key concerns?
    - Do they think they would save money?
    - Would they support the legislation?
- Find youth organizations to support:
  - Brainstorm how to engage students, scouts, environmental youth groups
  - Connect with teachers doing watershed and plastic pollution curriculum
  - Find someone willing to take the lead on engaging kids – showing up in costumes, reaching out via social media and video to legislators, etc.
- ID other key community stakeholders/constituencies and develop engagement strategies:
  - Seniors
  - Neighborhood councils and associations
  - Moms groups, PTAs, etc.
  - Creek and watershed, anti-litter groups

4. Form a Communications Committee

- Develop communications plan
  - Webpage/social media platforms for campaign
  - Identify communications goals:
    - Pressure on legislators – through direct social media, petition, sign-on letter
    - Engage your constituents in targeting legislators
    - Recognize legislative champions – thank them for leadership
    - General engagement on the issue
  - **Social Media**
    - Target legislators on social media
    - Share action: petition or letter
    - Storytelling: ask individuals to tell stories of needless waste – all the utensils, condiments, and napkins they get when ordering takeout or delivery
  - **Earned Media**
    - Press release
    - LTE
    - OpEd