

Petition as an Organizing Tool 111, after Digital Organizing 101

Fridays for Future USA
2020

Rolf vom Dorp slowclimate@gmail.com



Agenda

- Welcome
- Introduction to Petition. Goals and Why.
- How to compose and make a petition with AN
- How to use it to connect
- Acknowledgements and Additional Resources



Welcome!

- Name
- Preferred pronouns
- Location
- Involvement with FFF (or other climate groups)
- Experience level with petition

...and anything else you'd like to share!

Why use a petition to help organize FFF
? Goals?

How does a petition drive help FFFs internal goals

A. Builds your group. Builds a contact base.

How does a petition drive help FFFs internal goals?

- A. Builds your group. Builds a contact base.
- B. Crystallizes BROAD grass roots support for a particular cause in your community, uniting around certain common values

How does a petition drive help FFFs internal goals

- A. Builds your group. Builds a contact base.
- B. Crystallizes BROAD grass roots support for a particular cause in your community, uniting around certain common values
- C. Recruitment tool. Do you want to volunteer

How does a petition drive help FFFs internal goals

- A. Builds your group. Builds a contact base.
- B. Crystallizes BROAD grass roots support for a particular cause in your community, uniting around certain common values
- C. Recruitment tool. Do you want to volunteer
- D. Face to face contact with a short message about in this case the climate threat.

How does it help FFFs external goals?

How does it help FFFs external goals

1. Unite an ever greater part of the community to hold politicians accountable?

Movement muscle.

How does it help FFFs external goals

1. Unite an ever greater part of the community to hold politicians accountable?

Movement muscle.

2. Connect with other groups to work together

How does it help FFFs external goals?

1. Unite an ever greater part of the community to hold politicians accountable?

Movement muscle

2. Connect with other non FFF groups to work together
3. Connect FFF groups. People do not know there is a local group and travel elsewhere!
FFF AN reports can connect locals.



Step by step process to build your petition

**First step, formulate a paper
copy, then polish, then
repolish. Note, what we have
as goals above should be
reflected in our petition.**



View the hard or paper copy,

[Petition link](#), where we make the final draft a pdf file.

Things to emphasize in the petition:

Short text, no big words if possible, be direct yet simple, a few key words.

Simple request such as name, zip or city, phone.

Create spacing for email and phone

Linked to US based actionnetwork

Ask, FFF information, volunteer.



Hard copy in ActionNetwork with FFF

Second step, go online in FFF AN

Sign GDPR agreement, Request to become an FFF administrator at your level such as a city. Start/ build yr group by starting yr petition!

- A. Set your geographic level, such as a town or region, or a part.
- B. Select Start organizing, select + petition, [now start](#) with
- C. Follow the steps, copying from your hard copy. Many choices
- D. Fill in fields of your form. This is tricky.

Go to [link](#). Make user and group friendly



- Use only established fields that connect with your hard copy, such as email, phone, city or zip.
- Formulate clearly, avoid too many fields, avoid new fields
- Ask for at least the same fields as your paper copy. Match the fields. Use radio field if a yes or no. Chose whether required or not.

E. Put in the hard copy under files, link to petition.

Provide a link to hard copy on the AN petition.



Third Step, Review and revise your final online version

Repolish final online version. Check spelling, appearance.

Remember if you change the online, then change the hard copy.

Testrun. You can put information from your hard copy into the online copy. Here is how. Fill in the form

How to reach out with your petition

Talk to people!



Certain basics: Appearance. Body language. Eye contact. Good pen and clipboard. Maybe nametag, volunteer badge. Group effort. Link up at least with another.

Direct ask. Hi. Would you care to sign our petition on dealing with climate change? A direct, simple, point blank ask, not many words, as you look the person in the eye.

If interested, explain by pointing to the text with your pen. We advocate declaring a climate emergency, strong climate action plan, climate justice, follow the Paris agreement.



Talk to people

Extend the pen to the person. Wait. Do not talk away.

As the person fills out, note the two options. If you want information from FFF, write I for information. If you want to help, write V for volunteer.

If the person asked inquires who is the group, explain briefly, such as FridaysforFuture, the Greta movement.

With unsure people, use the story of self. With more convinced people, use story of we and story of now.



Sign people up on petition everywhere

- Strikes and marches (the most obvious!)
- House/dorm parties
- Public art/music exhibitions
- Panel talk or lecture with interesting speakers
- Getting permission to participate at an event that's already happening (e.g. local sports match, concert)
- Joining someone else's event (less work!) - e.g. community fair or market
- Usually have a set time, every week, two hours, several weeks, get others to help, at least 2.



Spread your petition link on social media

Post the link. On yr fb, emails, twitter, etc. Encourage signing.

Post in any announcement or event to sign the online petition.

How to reach out with your petition.
Cosponsor and metrics



Cosponsor

--If another group on AN, you can cosponsor under agreement. Or share the hard copy with a cosponsor. Example FFF home and friend group table together, gather signatures, and share the information.

Set a common goal such as every 1000 signatures give copies to local or regional government. Download reports. Organize big public events when handing over sigs. Gather many to hand over. Press release.



Other tips

- Enter the hard copy information online within 24 hours
- Connect quickly within 24 hrs with those interested in volunteering. Set up a one on one. Persist. Fact: The longer you wait to connect, the less likely folks will volunteer.
- Review reports
- Have an organized onboarding flow, sign to data entry to volunteer organizer to follow up to events organizer.

Organizing and the Climate Movement



Our Movement's Broader Goals need to use petitions for action!

- In FFF, we give local and national groups the autonomy to determine their own broader goals, which will be tailored to their region's context and their group's capacity. Petition maybe needs to be adapted.
- Help build our contact base and welcome volunteers



More references and suggestions

At ActionNetwork, search under petitions and read the suggestions. Many quite good, sometimes maybe hard to understand.

If this sounds simple, compose your petition, discuss, then go out and collect 20 signatures. See how it feels. Do not expect others to do it and not you! It is a great way to understand what folks are thinking.

Become a trainer. We need folks to do this training and similar trainings.

If stuck, write slowclimate@gmail.com



Acknowledgements

We based much of the content in this training off of [an organizer's handbook](#) produced by Marshall Ganz, the Leading Change Network, and the New Organizing Institute. We are deeply grateful for the work of these people and organizations, and their dedication to making their expertise public.