



STUDENT ACTION TOOLKIT

Everything You Need to Overturn
Citizens United



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July 2013

★ TABLE OF CONTENTS

Introduction	1
Fact Sheet on <i>Citizens United v. FEC</i>	2
Taking Action: Suggested Timeline	5
Step One: Planning	6
A. Organize a Successful Meeting	
B. Build Your Team	
C. Collect Petitions	
D. Reach Out to Other Groups on Campus	
E. Hold an Event	
Step Two: Building	16
A. Make a Power Map	
B. Write a Resolution	
C. Get Your Resolution Introduced	
Step Three: Passing	20
A. Continue Recruitment and Education	
B. Prepare for the Vote	
C. Invite the Media	
D. Pass a Student Government Resolution	
Making it Big	23
A. Pass a Town/City Council Resolution or Ballot Initiative	
B. Help Pass a State Legislative Resolution	
C. Ask Your Members of Congress to Support an Amendment	
Appendix	26
Tools:	
1. Links to Additional Resources	i
2. Conservative Talking Points	ii
3. Timeline on Corporate Personhood	v
4. Social Media Guide	x
5. Petition	xii
Templates:	
6. Sample Listserv Email	xiii
7. Sample Op-Ed Template	xiv
8. Sample Resolution	xv
9. Sample Flier	xvi

INTRODUCTION

**“Who are to be the electors of the federal representatives?
Not the rich, more than the poor;
not the learned, more than the ignorant;
not the haughty heirs of distinguished names,
more than the humble sons of obscure and unpropitious fortune.
The electors are to be the great body of
The People of the United States...”**

— JAMES MADISON, 1788

On January 21, 2010, the U.S. Supreme Court ruled in *Citizens United v. Federal Election Commission* that the First Amendment gives corporations the right to spend unlimited amounts of money to influence elections through “independent expenditures” – money spent by groups separate from actual campaigns to oppose or support a candidate. The ruling was based on the faulty notion that spending on elections is the same as speech. Even more amazingly, the Court said that corporate “speakers” should have the same First Amendment rights as human beings when it comes to election spending.

A circuit court’s ruling based on *Citizens United, SpeechNow.org v. FEC*, made it possible for wealthy individuals to give unlimited amounts as well, as long as the funds are not given directly to candidates themselves. The result has been a tsunami of cash funding negative advertising and other election-related activities, drowning out the voices of all but corporations and the few hundred wealthy individuals who make the majority of contributions.

Corporations are not people. They do not breathe, eat, or sleep. They can’t dance, fall in love, or raise children. They do not fight in wars or develop cancer. They do not vote. Yet, now they threaten to trample our democracy by claiming constitutional protections that were intended only for people. The ruling must be overturned. The only way to overturn a Supreme Court ruling based on the Constitution is for the Court to reverse itself (unlikely), or to pass a constitutional amendment.

A constitutional amendment must pass by two-thirds majority of each Chamber of Congress and be ratified by three-quarters of the states. We have amended the Constitution 27 times in our nation’s history, including the Bill of Rights. The 26th Amendment gave people between 18 and 21 the right to vote. Young people led the movement to make sure they couldn’t be sent to war before they could vote.

The public overwhelmingly opposes the *Citizens United* decision. The 99% are with us. Just as those who championed women’s and civil rights before us, we have to organize to win this fight. Campus resolutions will add to the growing momentum for an amendment. We at Public Citizen have been organizing nationwide with much success on the state and local level.

This booklet is designed to guide you and your campaign to pass a student government resolution calling for a constitutional amendment to overturn *Citizens United*. We encourage you to stay in touch with us. We want to help you in every way we can and look forward to hearing about your successes.



★ FACT SHEET: *CITIZENS UNITED V. FEC*

“A democracy cannot function effectively when its constituent members believe laws are being bought and sold.”

— JUSTICE JOHN PAUL STEVENS, 2010

Citizens United v. Federal Election Commission overturned a century of campaign finance law. Already, it is dealing a devastating blow to our democracy. Corporate money flooded the 2010 congressional midterm elections and is inundating the 2012 presidential elections. We must act.

AMERICANS ARE OUTRAGED

- Nearly nine in ten Americans say that big companies (88%) have too much power in Washington, D.C. ¹
- Eight in ten Americans oppose the court’s decision in *Citizens United*. ² Across the board, Republicans, Democrats, and Independents who have heard about *Citizens United* believe by a significant margin (almost 4-to-1) that the ruling is having a negative effect. ³
- 83% of Americans (85% of Democrats, 81% of Republicans and 78% of Independents) think there should be limits on how much money corporations can give in elections. ⁴
- 73% of the public agrees that “there would be less corruption if there were limits on how much could be given to Super PACs.” Only 14% disagree. 75% of Republicans and 78% of Democrats agree. ⁵
- 66% of small business owners surveyed view the *Citizens United* ruling as bad for small business’ ability to compete. Only 9% said it was good for small business. ⁶

SINCE THE COURT’S DECISION, ELECTION EXPENDITURES HAVE SOARED

- Spending by outside groups rose 243% in 2012 over the previous presidential election cycle. ⁷
- Super PACs, which became funnels for outside spending after an appeals court applied *Citizens United*, collectively spent more than \$609 million during the 2012 election cycle. Overall outside spending topped \$1.29 billion. ⁸
- In the 2012 election, the largest super PAC spent an astounding \$142 million. ⁹
- The 2012 election was the most expensive in history, costing more than \$7 billion. ¹⁰



WHY A CONSTITUTIONAL AMENDMENT?

- A constitutional amendment is the long-term solution to fully overturn the Court’s decision, restore our rights, and assert once and for all that democracy is for people, not corporations.
- Our elected officials cannot effectively represent the people when they fear that millions of dollars of corporate money will go toward defeating them in the next election.
- A corporation is not a person. It does not vote and should not be able to have such tremendous influence over election outcomes. Neither should the richest individual corporate executives.
- A constitutional amendment is ultimately the only way to finally overcome the profound challenges to our democracy posed by *Citizens United* and related decisions.

SUPPORT IS GROWING FOR AN AMENDMENT

- So far, more than 2 million signatures have been gathered in support of an amendment. More than 135 members of Congress have declared their support, as has President Barack Obama.
- More than 120 national organizations – groups concerned about civil rights, the environment and climate change, open government and workers’ rights – have joined the call for a constitutional amendment. The organizations include the Sierra Club, U.S. PIRG, Hip Hop Caucus, and more: <http://www.united4thepeople.org/orgs.html>.
- Nearly 500 communities have passed resolutions calling for a constitutional amendment, from New York City to Los Angeles.
- Fifteen states – California, Colorado, Connecticut, Delaware, Hawaii, Illinois, Maine, Maryland, Massachusetts, Montana, New Jersey, New Mexico, Oregon, Rhode Island, Vermont and West Virginia – and the District of Columbia have called for an amendment. (For an updated list of states that have passed an amendment, email amendment@citizen.org or call us at 202-588-1000.)





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★ TAKING ACTION

In keeping with our long history of pushing to get corporate money out of elections, Public Citizen has been working to build the movement for a constitutional amendment since the *Citizens United* ruling was handed down. California, Connecticut, Colorado, Delaware, Hawaii, Illinois, Maine, Maryland, Massachusetts, Montana, New Jersey, New Mexico, Oregon, Rhode Island, Vermont, West Virginia and the District of Columbia have called for an amendment. More than 1,800 public officials, including more than 135 members of Congress, have called for such an amendment, and the numbers are growing.

Our efforts have focused on passing local resolutions. With nearly 500 local resolutions thus far, we have had much success in this area. The enthusiasm we've seen in towns across the country gives us confidence that your student campaign can be equally successful.

Passing a student government resolution is a powerful step that you can take to build the movement for a constitutional amendment. There must be a strong call for an amendment from young people around the nation if the movement is to succeed.

We encourage you to use the many resources this toolkit offers. Following a three-month timeline, it outlines all of the steps necessary to pass a resolution on your campus. There are several alternative campaign ideas in the Making It Big Section (p. 25). The student government campaign is divided into the sections listed below. Students on the fast track may complete all steps in one semester, while others may take the academic year. We're sure that you will adapt the materials and timetable in this toolkit to fit your own situation!

Step One: Planning – Find people who care about this issue. This may take some outreach and education. Get together and set your goals. Figure out how you are going to pass a resolution on your campus.

Step Two: Building – You've got your plan, now put it into action! Work to gain support from campus groups and allies, and meet with the key student government representatives to gain their support.

Step Three: Passing – You've gotten enough support and your resolution is ready to pass. Now it's time to make sure the media covers the passage.

Next Steps – So you passed a student government resolution. Now what? There are great actions you can take on a local or state level, or you can lobby your member of Congress on an amendment. Check out this section for some ideas.

Appendix – Great tools to make your campaign successful, from sample fliers to a great social media guide!

Discover other campaign ideas in the Making It Big section. Everyone can play a role in combatting this corporate attack on our democracy.





STEP ONE: PLANNING

ORGANIZE A STUDENT MOVEMENT

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

— MARGARET MEAD

- A. Organize a Successful Meeting6
- B. Build Your Team9
- C. Collect Signatures on Petitions10
- D. Organize an Event12
- E. Reach Out to Other Groups on Campus14

In this toolkit, we explain how you can create a Democracy Is For People campaign at your university. You may already be part of a group that wants to pursue this as a campaign. The first step to starting a new campaign is finding others who are just as passionate about defending and strengthening our democracy as you are.

If you are setting up a new group, make sure to register it with your school to qualify for student activities funding. You may need a minimum number of students interested and a faculty member willing to be an advisor. Be prepared to explain the purpose of your group and how it will enhance student life at your school. Registration rules and availability of funding vary by school.

Also, register your group with Public Citizen’s Democracy Is For People campaign in Washington, D.C., at democracyisforpeople.org/students. We are working with partners to build a national movement of students doing what it takes to limit corporate spending in elections. Registering helps us support your efforts. We’ll continue to share resources such as fact sheets, stickers, stamps, and posters, and where possible connect you with other student organizers and the media.

A. ORGANIZE A SUCCESSFUL MEETING

Think seriously about your goals for your campaign and how your first meeting will set you up to achieve them. Too many fledgling student organizations bring a crowd to their first meeting, only to lose students’ interest at the meeting itself or in the weeks after. The steps that follow are essential for the success of your campaign.

I. DEFINE YOUR OBJECTIVES

For your first meeting, we recommend these five objectives:

- Bring together students in your university who are passionate about getting corporate money out of politics and building a more just society.



- Educate them about the *Citizens United* ruling, corporate money in elections, and the need for a constitutional amendment. (See APPENDIX for factsheets and resources.)
- Explain that the ultimate goal is a student government resolution and discuss the steps to get there.
- Hold a discussion to solicit attendees' concerns, ideas, and goals.
- Lay out your proposed plan of action, delegate roles, and schedule your next meeting. (Steps One through Three of this toolkit offer a sample plan of action).

2. PICK THE DATE, TIME, AND PLACE

Plan the meeting to last around 1–1.5 hours. Select a date and time when most individuals are available and on campus, such as Monday through Thursday nights. Check to ensure there are no major events on campus that might conflict with yours.

Think about a location on campus that is easiest for most students to reach (e.g. student union, library, classroom), and reserve the space through the appropriate department at your school. Consider locations and times that are likely to work for students who commute to campus, work a lot of hours, or have a physical disability.

3. RECRUIT STUDENTS WHO CARE

Recruitment efforts not only can help you identify like-minded people, but they also can serve as a tool for educating your peers about *Citizens United*, corporate personhood, and a constitutional amendment.

Build a Diverse Group from Day One

- In planning for your first meeting, think about how to make your group diverse across gender, race, and income groups. *Citizens United* affects all communities, but in particular it marginalizes the voices of under-resourced communities of color. It is essential that people from these communities are represented.
- Don't expect your meeting to be diverse by default. Take the time to reach out to different communities on your campus, invite people to attend, and make everyone feel welcome. If you miss the chance to create a multi-racial group, it will be much harder to make this change down the road. Make sure there is space to discuss the issue from a racial and economic justice perspective.
- If you are at a university, it may be wise to reach out to different schools and graduate student organizations.

As you think about how you'd like to run your first meeting, here are some ways to bring people to it:

Reach out to Friends and Acquaintances: Talk to your friends one-on-one and invite them to the meeting, and ask them to commit to coming and bringing someone with them who also might be interested. Remind them the day before or the day of by phone, email, and/or text. Know that up to half the people who committed to come may not show up.

Class Announcements: Find a few large-sized classes at your university that likely have students interested in getting big money out of elections (e.g. government, public policy, political science). Ask the professor if you can make an announcement! Keep it brief, a minute or two at the most, to keep your audience's attention. Also, pass around sign-up sheets before you start, to collect contact information. Don't forget them when you leave. Speak slowly, smile, be confident – you are giving them an opportunity to make a real difference!



Email Listservs: Can you email dorm lists or student groups? Ask for permission before emailing the listservs of any student organizations; pick those that focus on advocacy or political issues (See APPENDIX pg. xiii for sample email). We suggest presenting at each student organization’s meeting to get their support first.

Campus Tabling: Sign up to host a table on your campus and make a sign to tell everyone what your organization is about. Remember to bring pens, clipboards, sign-up sheets, a big sign or two, and fact sheets. If you want to make the most impact, stand in front of your table; don’t sit behind it. Don’t be afraid to speak up to students as they walk by!

Fliers: Put up posters around campus where students frequently go, such as the student union, library, coffee shops, student store, or dorms (See APPENDIX pg. xiv for sample flier). You may be able to put mini-flyers in student mailboxes also. Posters should not be your primary means of recruitment, as it is the least effective and can be very time-consuming.

Social Media: See APPENDIX pg. x for our social media guide.

A General Tip: Someone once said, “If you feed them, they will come.” Free food will always draw a crowd. Some universities even have listservs that detail all of the free food events on campus for the week.

4. COLLECT YOUR MATERIALS

- If you’re able to serve food, and once you have an idea of how many students will attend, purchase the food and drink you think you’ll need. Ask local restaurants if they would be willing to donate food – often, restaurants popular with students are willing to give student groups discounts.
- Find out which presentation resources your school can provide and gather those things they can’t. (e.g., a projector, screen, video equipment, and microphone might be obtained from campus services or a co-sponsoring group) Make sure there is a chalkboard, whiteboard, or flipchart and markers available for you to post your agenda, contact information, and useful websites, and to brainstorm info and your campaign plan.
- Don’t forget to bring a sign-in sheet to collect attendees’ names and contact information.

5. RUN THE MEETING

- Start with a brief presentation: introduce yourself, the issue, and the campaign, and explain why it’s important to you.
- Ask your guests to sign the contact sheet so you can update them and keep them involved. Remind them to sign the petition if they haven’t already done so.
- Designate someone to take notes.
- Consider showing The Story of Citizens United v. FEC video (storyofcitizensunited.org) to get the conversation rolling and make sure people know the basic issue you’re focusing on. Try to get a classroom with a projector so the video really makes an impact. Make sure to test the equipment well in advance.
- If you have a small enough group, ask everyone to introduce themselves and to share one or two sentences about why they came to the meeting and what part of the issue they find most interesting or concerning.
- Prepare some questions ahead of a time and consider having a discussion. Questions might include: What are the problems *Citizens United* presents for our democracy? Whose voices get heard and whose



get ignored when money dominates the democratic process? Should corporations have the same rights as humans? How do the priorities of corporations differ from humans? What can we do as students to address the problem? Remember you're providing a space for people to connect, so let others speak!

- Make sure the meeting is fun! Feel free to tell jokes and be informal. We want people to do serious work about a serious topic, but you and your group members shouldn't feel it's a chore.
- Share information about the actions students can take to pass a student government resolution denouncing *Citizens United* and calling for a constitutional amendment. Ask others for their ideas. Discuss and decide your next steps.
- Decide who is responsible for following up with each step. Don't be afraid to let the room be silent for longer than feels comfortable if no one volunteers right away. Sometimes people need time to think through what they want to commit to. You don't want to end up doing all the work yourself. It's more meaningful when everyone has a role to play on your team.
- Conclude by making sure you have everyone's contact information and that you share the date, location and time of the next meeting.
- Ask someone to type up notes and send them to the group with the things people committed to do before the next meeting (action items) at the top.
- Send a follow-up email within 24 hours thanking everyone for coming and sharing the notes with the action items with your next meeting time right at the top. Remind attendees about the next meeting a couple of times.

B. BUILD YOUR TEAM

With your first meeting concluded, hopefully you now have some idea of what your campus campaign is going to look like. To sustain a campaign, it's important to delegate leadership roles. This will help build leadership skills within your group and make sure that no one person has too much on their plate. Some of these roles are appropriate for a team; if you have enough people you may want to create committees to execute these same tasks. Do make sure there still one person clearly assigned to each task. We recommend these four positions, but please adapt them to your own situation:

I. RECRUITMENT COORDINATOR

This coordinator leads "on-the-ground" outreach, personally educating and recruiting students, and collecting petitions on campus. They can use the same steps outlined under "Recruit Students Who Care" (p. 7). All team members should help with recruitment as it's critical for everything else you do.

2. COALITIONS AND UNIVERSITY RELATIONS COORDINATOR

This coordinator and/or committee reaches out to:

- (1) Other student organizations to garner their support
- (2) Student government representatives who are critical to getting a resolution passed

3. LOGISTICS COORDINATOR

This coordinator and/or committee oversees the operational details of the campaign's events, from reserving weekly meeting space to ensuring all of the required resources for an event are available. This includes applying for university funds and overseeing fundraising activities.



4. COMMUNICATIONS COORDINATOR

This coordinator and/or committee oversees outreach to your school newspaper and local newspapers, radio, blogs, and TV stations. They develop a clear campaign message under the guidance of the entire team and assist the recruitment committee in spreading it. They also can help create a website and other materials.

C. COLLECT SIGNATURES ON PETITIONS

Petitioning on campus is an excellent way to build support for a constitutional amendment. It's also simple and easy to do! It allows you to educate people face-to-face and develop a list of people to invite to meetings and events.

Already, more than two million people have signed petitions for a constitutional amendment to restore fair elections. That's a fantastic start, but we need many more voices to be powerful enough to take our democracy back from corporations.

I. HOW TO PETITION

We've all been approached by people with clipboards asking us to take a moment to listen to their cause and sign on if we support it. Think about the last time you stopped. What was it about the petitioner's approach that persuaded you to lend your support? Probably he or she was friendly, approachable, and passionate about the issue. Within a few seconds you were able to understand what they were asking for and why, in simple terms that felt relevant to you.

It's that simple. Just be friendly and explain in simple language why you got involved and why it matters.

Bring a friend or two! Like most things in life, gathering signatures is more fun to do in good company.

2. WHERE AND WHEN TO PETITION

Go where people at your university congregate, such as the quad or the student union during high-traffic periods such as between classes. You can also wait outside of classes or general lectures likely to have politically minded students attending. If it's a class related to *Citizens United* or a similar topic, ask the professor if you can make an announcement about the petition and pass it around the class.

3. WHAT TO BRING

- Copies of the petition (See APPENDIX pg xii for sample petition)
- Copies of the fact sheet (See pg. 2-4 of this toolkit)
- One or more clipboards
- Pens
- If you have a table, bring a sign to attract attention and engage passersby.
- You can request signs, stickers, and buttons from Public Citizen by emailing amendment@citizen.org.



4. HOW TO APPROACH PEOPLE

Smile and make eye contact. Keep it short and simple. It will be hard to keep people's attention if you offer a long introduction. Some ideas:

- “Hi! Want to help stop corruption of our elections?”
- “Hi! Want to help stop the corporate takeover of our democracy?”
- “Hi! Have a minute to help get big money out of politics?”
- “Hi! Want to stop the 1% from buying our democracy?”

Some people may immediately know what you're talking about and eagerly sign the petition. Be sure to thank them for their support. Others may want more information. Thank them for asking, and tell them the basics. Offer them a copy of the fact sheet if they want to read more, and/or direct them to www.DemocracyIsForPeople.org, where they can learn more and watch videos.

5. HOW TO RETURN COMPLETED PETITIONS

To return the completed petitions to Public Citizen, please follow the email or fax instructions at the bottom of the petition page (see APPENDIX pg. xii). This is important. We want to make sure those who signed are counted when we present petitions to members of Congress.

6. STRATEGIES FOR MAXIMIZING PETITION SIGNATURES:

- If circulating in a crowd, approach groups of two or more, so several people at once hear your explanation about the petition.
- Have multiple clipboards available, so more than one person can sign at the same time.
- If tabling, stand in front of the table and actively invite people who pass by to sign the petition (compared to sitting silently behind the table, waiting for people to approach you).
- If at a sit-down event, make an announcement about the petition (if appropriate) before circulating clipboards through the audience.
- Set personal and collective goals. For example, 50 petition signatures at a weekend farmer's market or 500 signatures by the end of the month.
- Electronic Petitioning: If you have a portable computer and access to a table in a location with wireless Internet and a power source, you can set up your computer and encourage people to sign the petition online at www.DemocracyIsForPeople.org.
- Make sure to ask students to put a star by their names if they'd like to get more involved in your campus group. Follow up with them within 24 hours letting them know how they can engage.

FREQUENTLY ASKED QUESTIONS

Q: What if someone asks a question and I don't know the answer?

A: Share what you do know, have a fact sheet available, and encourage people to watch the Story of Citizens United video or visit DemocracyIsForPeople.org for more information. You also can offer to take their contact information and get back to them later. Don't guess or make stuff up.



Q: What if someone says they're not interested in signing?

A: That's ok! Some people may not be interested. No matter what, remain polite and try not to spend too much time debating the issue. Lots of potential petition signers could pass by if you spend a long time talking to one person who isn't going to sign.

Q: What if someone doesn't want to fill in all of his or her information?

A: Some people, for privacy or other reasons, may not wish to provide all the information requested. At very least, people need to fill in their full name and voting ZIP code to be counted. We strongly encourage them to include their email address too, which will allow us to keep them involved.

If you have any questions, ideas, or additional tips you would like to share, please don't hesitate to contact amendment@citizen.org, or call us at 202-588-1000 and ask for the Democracy Is For People Campaign. We are here to support you!

D. ORGANIZE AN EVENT

Educational events are a great way to help launch a campaign for an amendment. They can include a movie screening, a discussion with an expert or professor who supports an amendment, or something more fun and creative (see below for some ideas). Invite the media to attend your event to make sure even those who can't attend hear about it.

I) MOVIE SCREENING

There are a couple of really great films that will educate your audience about the problem of corporate power and money in politics.

- a. "Priceless" is a 60-minute film that talks about the broad problem with money in politics and ends with the *Citizens United* ruling. It can be ordered here: <http://priceless.bullfrogcommunities.com/>.
- b. Check out the 8-minute Story of Citizens United (www.storyofcitizensunited.org) video. It's a great discussion starter.
- c. There is also a funny 3-minute music video explaining Super PACs at <http://bit.ly/AkJCyM>.

2) SPEAKER

Inviting a speaker who knows about the issue of money in politics, or even a professor who is an expert in the area, is one way to reach more people. Before you invite someone to speak, research or talk to them first about their views on an amendment. You don't want to pour a lot of energy into organizing an event, only to find out your star speaker doesn't support an amendment!

Keep in mind that if you want to invite a speaker from far away you may need to schedule the event several months ahead, perhaps even for the next semester.

The staff at the Democracy Is For People Campaign at Public Citizen travel frequently and may be passing through your area. We are available for larger events (50+ attendees). If you are struggling to find a local speaker, call us at Public Citizen and ask for the Democracy Is For People Campaign at 202-588-1000.



3) RALLY

If you have a lot of supporters, you can work with your coalition partners to hold a rally for an amendment. Do this only if you can be sure it will be big (50-100 people) or if you have a catchy visual that will make your event pressworthy.

4) GET CREATIVE!

- a. **Student or Professor Debate** – Bring together professors who care about campaign finance to speak about why we need an amendment or to debate a professor who disagrees. You can also work with a political science club to put on a student debate.
- b. **Money and Politics Trivia** – Hold a trivia contest on the impacts of money in politics and the different things we can do to address the problem.

This is a fun way to educate people and engage them enough to get involved. Make sure you arrange for food and prizes.

- c. **Slam for Democracy** – Do a poetry slam on the topic of money in politics. How does this issue affect so many other things people care about from affordable education to international peace to the environment?
- d. **Run for Democracy!** – Hold a race around campus during a busy time of day between a “candidate” who has the benefit of rich corporate donors and one who doesn’t. Get creative. Dress up in zany costumes. Have volunteers play the role of rich donors betting on the candidates with play money, while others play the role of constituents trying to get a candidate to listen to them about an issue. Make sure to use large signs to indicate who is playing what role.

One rule could be that for every sidewalk square around the quad they run, they have to raise a certain amount of money to move forward. Super PAC characters can throw up posters of negative and misleading “ads” to block the candidate’s way. Or every time a donor calls, they have to stop running and take the call. Maybe one candidate loses too much time talking to constituents instead of raising money. We don’t recommend putting party politics into your event. This is an issue that all parties care about – we can’t win without support from members of major parties and don’t want any individual to feel excluded from the issue based on party affiliation.

A party at the end for the “winner” can offer free food and a discussion of how students can get involved. Make sure to have lots of handouts to explain what you are doing. Invite people to attend the “party” or otherwise get involved, and have a couple of petitioners on hand.

- e. **Money and Politics Song Contest or Benefit Concert** – Invite people to make up or repurpose an existing song to highlight how ridiculous it is that corporations and the wealthy are buying our elections. Or throw a fundraising/awareness raising concert with popular local or student bands. Show the Story of Citizens United film and do a short talk about the campaign before the show. Ask the bands or performers to mention why they care about this issue when they are onstage.

Whatever creative event you do, make sure you videotape it and share it with us at amendment@citizen.org. We may want to share your ideas and materials with others.

You’ll find more tools for organizing your event at www.resolutionsweek.org.



E. REACH OUT TO OTHER GROUPS ON CAMPUS

Partnering with other student organizations is crucial to putting pressure on your student government representatives and university leaders to support a constitutional amendment. Corporate money in politics affects nearly every public policy issue.

Before you approach an organization, think about how money in politics impacts them specifically, then frame the discussion with that in mind. For instance, environmental groups should care because *Citizens United* strengthens the power of the fossil fuel industry, which wants to handcuff the Environmental Protection Agency (EPA), extend the Keystone Pipeline, and allow fracking to pollute local water supplies. For handouts on how money in politics impacts different policies and issues, visit: <http://democracyisforpeople.org/factsheets-polls>.

Ask the organization's leaders how involved they would like to be. Would they be interested in co-hosting an event with you? Or including their name on press statements?

Here are several kinds of organizations that might be interested:

Political and Activist Organizations

Find other groups working on university, local, state, or national issues. *Citizens United* impacts every level of government (see How Does *Citizens United* Affect My City? fact sheet on www.resolutionsweek.org).

Student of Color Organizations

African-Americans and Latinos, (as well as students and older people) are being targeted with voter suppression tactics in many states. Corporate executives like the Koch brothers, who are funding voter ID and suppression efforts nationwide (see American Legislative Exchange Council), are also using unlimited election funding to drown out the voices of low-income people and people of color.¹ Ask allied student of color groups about ways you might collaborate to expose this corporate-funded attack on our democracy and civil rights. They might want to organize an event on the topic and/or involve their membership in an event you are planning.

Graduate Student Groups

If you are at a university, you may want to seek the support of both undergraduate and graduate student representatives. Business school groups focused on social enterprise, entrepreneurship, and small business may be interested in your campaign. You may also want to reach out to law and other graduate student groups.

Dorms/Residence Halls/Fraternities/Sororities

Speak at dorm meetings or host a movie event in one of the dorm's lounges.

Newspaper/Campus Media

Newspapers can cover your events as news and editorialize about the issues, as well as the importance of getting involved in your campaign. If you know someone who writes for the paper, ask to meet with them over coffee and fill them in on what you are doing. If not, call the paper and ask for an assignment editor, then explain the event. (See more about doing media outreach on page 21 in Step 3).

You may also be able to make a formal presentation to the editorial board and ask them to write in favor of your issue. Make sure you are well prepared for these meetings. Never speculate on answers, just get back to them promptly with the answers to any questions you might not know. Other media outlets to approach include radio stations, television stations, and blogs. Some media outlets may be willing to co-sponsor an event; for example, a radio station can co-sponsor an awareness concert and broadcast it live.

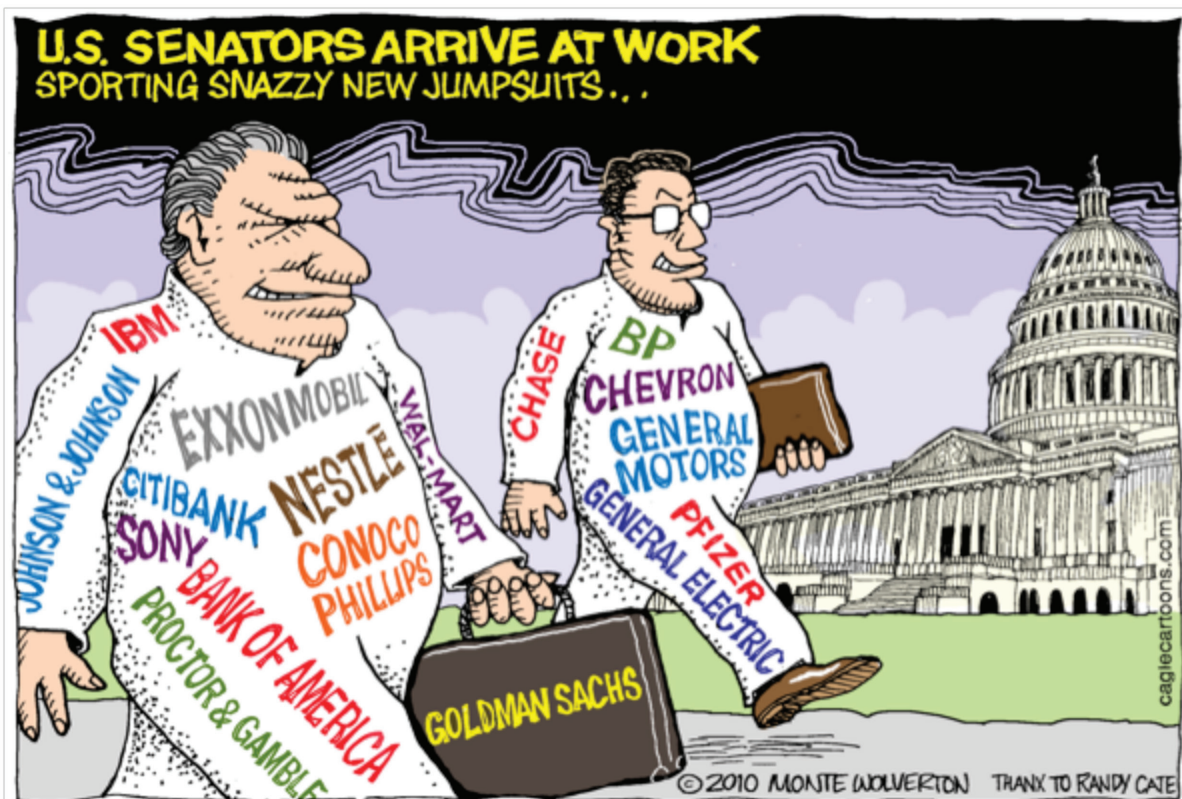


Faculty and Staff

On many campuses, faculty members are an untapped resource with lots of potential. Professors can publicize your efforts in their classes, and hold lectures on the problem of unlimited corporate spending in elections or bring speakers who can.

Contact individual faculty and staff members who oppose unlimited corporate spending in elections. Inform them of the resolution and, if they are supportive, ask them to write a letter of support for your campaign. Bring the letters with you when you lobby your student government representatives.

¹Berman, Ari. "Why the Koch Brothers and ALEC don't want you to vote." Accessed on 17 Aug 2012: http://www.kochbrothersexposed.com/the_nation_why_the_koch_brothers_and_alec_don_t_want_you_to_vote.



★ STEP TWO: BUILDING ORGANIZE THE POWER ON CAMPUS

**“Power concedes nothing
without a demand.
It never did, and it never will.”**

— FREDERICK DOUGLASS

- A. Make a Power Map and Find a Sponsor16
- B. Write Your Resolution18
- C. Consolidate Support for the Resolution18

A. MAKE A POWER MAP AND FIND A SPONSOR

A “power map” is a tool for figuring out who has power and what will move them to take action. Most often, we use power maps to figure out how to get a decision-maker to vote a certain way on an issue. But power maps also can be used to persuade an organization to take a stand or someone to give your organization a grant. While making a power map is not mandatory, its great tool that will help you be successful in your efforts. Power mapping can help you develop a strategy for who to pressure and in what way as you build up grassroots power.

I. DETERMINE YOUR TARGET

Before your power map session, determine the key person you want to influence — this is your target. In the case of this campaign, you’re targeting key representatives in student government. You may need to talk to a few people familiar with student government to determine who has the power to push forward or block your resolution. Start by focusing on the one or two powerful representatives who you think would be easiest to bring on board. They can put your resolution on the agenda and persuade their fellow representatives to pass it.

2. RESEARCH YOUR TARGET

If you know a representative personally or have a friend who does, reach out to them. Ask them to help you determine who your main targets should be. If you don’t know someone, talk with others on campus to determine the representative most likely to listen to and agree with you. Consider asking around to see who has taken an active stance in the past on related issues.



3. BRAINSTORM

A power map brainstorm session helps you determine the individuals and groups at your school who are affected by the issue and who can influence your target. Some groups and individuals may be affected by the issue but don't have much influence. Others might have a lot of influence over the target but aren't directly impacted by the issue.

Start your power map by brainstorming all the individuals and groups in your school who are influential and whose primary concerns – be they human rights or liberty – are harmed by the corruption of our political institutions. Examples of groups are provided on page 14.

Think broadly of all the people and groups that have a relationship with the target. Anyone who can exert influence on this individual should be included in your list.

4. DRAW A GRID

On a piece of paper, copy the diagram to the right. Put the target on the chart depending on how supportive you think the target is.

5. ASSESS INFLUENCE

Go back to your brainstorm list. For each organization and individual on the list, ask yourself:

- How much influence do they have?
- Are they with us or against us?



Based on this assessment, place them in the appropriate place on the grid.

6. DETERMINE CONNECTIONS

Take a step back and review the network you've created. Some of these people and institutions connect not only to your target, but also to each other. Start drawing lines to connect individuals and groups that have something in common. This will help you see connections between your selected groups and the target.

7. DETERMINE PRIORITY RELATIONSHIPS

Revisit your original list of university organizations and leaders. Draw circles around the individuals or groups you want to prioritize in your outreach. Ideally, these individuals and groups represent the range of these criteria from your power map:

- "Influential" in pressuring the target. These groups are placed high up on the vertical axis.
- "With Us" and "Likely to Support" the campaign groups are placed to the left on the horizontal axis.

Assign people at the meeting to contact the targets and periodically report back on their status.

Congratulations! You've successfully made a power map. With this map as your guide and your fellow members to assist, you should find a student government sponsor for your resolution before long.

Note: Once you've found a sponsor who has introduced the resolution, go back to your power map and discuss how these groups can help you gain "yes" votes from a majority of the student government.



B. WRITE YOUR RESOLUTION

See sample resolution in the APPENDIX pg. xv. Discuss the resolution language as a group and come up with proposed language that your team members would like to see passed. An effective resolution is one that:

- Outlines the issue or problem;
- Provides an explanation or justification for the proposed solution; and
- Gives the reader enough background so he/she can understand what is being proposed and makes it clear what people are voting on.

Present the language to your chosen student government sponsor(s) and work with them on the language they will introduce. They may wish to check in with their advisors and make changes.

C. CONSOLIDATE SUPPORT FOR THE RESOLUTION

You don't want to have your sponsor introduce your resolution and have the student council pass it so quickly that no one hears anything about it!

Ask your sponsor and allies to WAIT to pass the resolution until you've educated as many people as you can about it, gained support and packed the room for the vote. Without media coverage of the vote, and without broad support, a resolution isn't nearly as valuable. Media will need to be familiar with your campaign efforts and see it as a campus issue in order to cover the vote. See Step One - Organize an Event to help with this. Student resolutions are a vehicle not only to show student support for an amendment, but also to educate and reach more people than you could just screening films or hosting speakers alone.

I. RECONNECT WITH ALLIES

Using your power map, revisit the student organizations you contacted and any you still want to reach. Get in touch with them and ask them to endorse passage of the resolution and to show up for the vote. Some things that will help:

- Before the meeting, send them a copy of your suggested resolution. Also, provide a summary of why the issue is important and why they should sign on.
- During the meeting, chit chat and show your interest and knowledge of their work. Ask them about a recent event or initiative of theirs.
- Explain what *Citizens United* is and how it affects them, and ask if they have questions.
- Ask them to endorse the effort.
- If they don't support it, identify the sources of contention and resolve them if possible. If they have major objections – e.g., if they think the wealthy have a right to buy elections and/or that corporations are people – don't waste your time!

Here are some suggestions for what your allies can do to help:

- a. Co-sponsor an event.
- b. Write letters of support to media and other key organizations, as well as student government officials.
- c. Turn people out to a student council meeting by working with these new partners and your fellow students.



2. ADVOCATE FOR YOUR RESOLUTION

Meet with your representatives and as many of the high-ranking representatives as you can well before the vote, following a similar protocol to the one above. Make sure you have a majority of the student representatives confirmed or likely in support before the vote.

You want to get as many student government representatives to sign on as co-sponsors, or at least pledge their support, as possible. Make sure to do a little research about what issues are important to them.

Ask ally organizations to write a statement of support and reach out to student council members to encourage them to vote “yes” on the resolution. Also, have someone in your group (and/or an allied group) submit an op-ed for your school newspaper describing *Citizens United*, the myriad problems it presents, the resolution you wish to pass, and the work you’re doing. See sample opinion editorial in our APPENDIX pg. xiv.

If you have trouble reaching the most important/powerful student government representatives, build support from other members and come back to them.

If you have done all of the above, your representative should now be on his or her way to introducing a resolution. Emails and calls of support may help win over those student representatives who you haven’t been able to meet with in person. If not, a well-planned and well-attended campus event or rally can do the trick. With some organizations and professors on board, as well as your newspaper’s attention, you have most of the ingredients for a successful vote on your resolution.



★ STEP THREE: PASSING PASS A STUDENT RESOLUTION

**“Many of life’s failures
are people who did not realize
how close they were to success
when they gave up.”**

— THOMAS A. EDISON

A. Continue Recruitment and Education	20
B. Consolidate Support for the Resolution	20
C. Invite the Media	21
D. Pass a Student Resolution	22

Note: If for any reason it looks like the resolution does not have enough support to pass, it’s better to not bring it up for a vote than to have it voted down. You may be able to have your sponsor withdraw the resolution and bring it up another time, if you think you will be able to gather the needed support in the near future. If it is voted down, you can try to persuade those who voted against or abstained to change their minds and then bring it up again, but this is less likely to succeed.

A. CONTINUE RECRUITMENT AND EDUCATION

See Parts B, C, and D in Step One.

B. CONSOLIDATE SUPPORT FOR THE RESOLUTION

Follow the resolution through the legislative process. Go to meetings to voice your support for the resolution and address questions or concerns. Remain in communication with your representative(s) in student government as well as your own sponsors and supporters. If you encounter a difficulty, regroup with everyone to brainstorm a solution.

As the resolution heads to the final vote:

- Continue to gather and consolidate support from the potential allies. Tell them of the upcoming vote and request that they send emails to their representatives and turn out for the vote. Just like your meetings, you want to know who will be there in advance.
- Continue to collect letters of support from faculty members and coalition partners that you can present and share with sponsor(s) and opposition.
- Continue to gather petitions and present them at the meeting.

- Make sure your supporters are aware that the resolution is coming to a vote. Try to ensure your sponsor(s) will be present at the meeting.
- Write a letter to the editor for the student paper to be published before the meeting.

C. INVITE THE MEDIA

I. DETERMINE YOUR MESSAGE AND ITS FRAMING

“Catchy” is the name of the game. The media should be aware of the issue and the resolution well before the vote. By the time you are calling media asking them to cover the vote, ideally they would have:

- 1) Met you in person or spoken on the phone with you about your efforts.
- 2) Covered an event you organized or published opinion editorials or letters to the editor by campaign supporters.

If you want the resolution vote to make it into the media, you’re going to need eye-catching visuals and a clear, compelling message.

If you’ve already done everything outlined in the preceding pages, you can structure your message around these key points:

- Students are concerned about *Citizens United* and corporate personhood.
- You have done a lot so far to push for a student government resolution.
- This is part of a national effort to pass a constitutional amendment (latest facts at www.DemocracysForPeople.org).

2. PREPARE HANDOUTS, POSTERS, AND BANNERS

Make some banners; they are an easy and effective way to have a strong and clear visual.

Bring handouts and posters; see the APPENDIX for samples. Try to gauge how many people will attend so you’ll know how many handouts to bring. Remember, it’s better to have too many than too few.

3. INVITE THE MEDIA

Write a media advisory and send it to your school newspaper’s news desk, photo desk, and any local media outlets at least a week before the vote. Follow up with a phone call at least two days before, and on the day of the vote to remind them. Here’s a sample advisory:

Media Advisory

To: School Newspaper Editors

From: Name of Organization

Contact: Your Name, Cell Phone and Email (list a second person if possible)

Event: Student Council to Vote on Resolution to Overturn *Citizens United* and Restore Democracy

Where: (Location of vote/event)

When: (Day, date, and time)

What: (Name of organization) will celebrate the passage of a student government resolution that calls for a constitutional amendment to overturn the dangerous *Citizens United* decision and declares that constitutional rights are for people, and our elections are not for sale.



Here are some resources for how to plan such an event and get media coverage for it:

- Planning a Meeting or Event: http://www.resolutionsweek.org/?page_id=334
- Working With the Media Guide: <http://www.citizen.org/documents/Media-Working-with-the-Media.pdf>

4. PREPARE YOUR TEAM

Determine who your spokespeople will be and ensure they not only have rehearsed their main points, but they are familiar with all of the campaign's details. Make sure their message is clear and concise. Practice pivoting from a distracting question from a reporter to your main message you want to appear in the paper.

For example:

Reporter: "What does this have to do with the drinking age?"

You: "That's a great question. We're really here to talk about the corporate corruption in our political system and the need for a constitutional amendment to fix the problem."

Know the reporters who are coming and approach them with copies of the resolution.

D. PASS A STUDENT RESOLUTION

- If possible, speak during the resolution's presentation, or talk during a "public comment" period. If appropriate, prepare slides to accompany your presentation.
- Bring copies of a fact sheet on why this issue is important (Make your own or use these: <http://democracyisforpeople.org/factsheets-polls>) to distribute to the elected representatives themselves or those attending.
- Bring letters from supporters, big stacks of signed petitions, photos from well-attended events or actions, posters, buttons, and stickers.
- Have your supporters wear the same color or have some other symbol to create a stronger visual so the members of the student council know that all of you are there in support of your resolution.

If the Resolution Passes:

- Thank the student government and your representative.
- Thank your sponsors and supporters.
- Host a party to celebrate. It helps to put one person in charge of the after party, so that others can focus on making sure the resolution gets passed and people and the media attend the vote.
- Contact us so we can share your victory with others!



★ MAKING IT BIG

“A wise man will make more opportunities than he finds.”

— FRANCIS BACON

- A. Pass a Town/City Council Resolution or Ballot Initiative23
- B. Help Pass a State Legislative Resolution23
- C. Ask Your Members of Congress to Support an Amendment24

Congratulations! You just passed a student government resolution calling for *Citizens United* to be overturned with a constitutional amendment!

Now what? You can still help build the movement. Here’s how:

A. PASS A TOWN/CITY COUNCIL RESOLUTION OR BALLOT INITIATIVE

Work with people in your local community to pass a town or city resolution. Check out www.resolutionsweek.org to see if your town has passed a resolution or if there are local activists working in your area. If there isn’t a local group already working on something, start a group by following the same steps as you did to build a campus organization. We recommend you find someone who is active in local politics and is familiar with local issues and the council to share leadership in your effort.

More resources for organizing in communities rather than on campus are here: http://www.resolutionsweek.org/?page_id=334.

It’s a good idea to power map the individuals and groups that have the ability to help pass a resolution in your town, as you did for your resolution. It’s worth noting that sometimes students are viewed as transient by city councilors, whereas older residents tend to have more connections and have a stronger voice in city politics.

If you have success with a town or city council resolution, don’t forget to let us know by emailing amendment@citizen.org. Ben Cohen and Jerry Greenfield, founders of Ben and Jerry’s Ice Cream, are also offering free ice cream coupons for those who pass a resolution in areas with participating scoop shops.

B. HELP PASS A STATE LEGISLATIVE RESOLUTION

While California, Colorado, Connecticut, Delaware, Hawaii, Illinois, Maine, Maryland, Massachusetts, Montana, New Jersey, New Mexico, Oregon, Rhode Island, Vermont, West Virginia and the District of Columbia have called for a constitutional amendment, many more states have yet to act. Call Public Citizen at 202-588-1000 and ask for the Democracy Is For People Campaign to find out the latest information on what is happening your state and how you can get involved.

C. ASK YOUR MEMBERS OF CONGRESS TO SUPPORT AN AMENDMENT

More than 135 members of Congress have called for an amendment, and the number is growing. We encourage you to reach out to your representatives in Congress to request they support a constitutional amendment to overturn *Citizens United* and get big money out of our elections.

There are number of constitutional amendments to overturn *Citizens United* already proposed in Congress, and while we are supportive of all of them, we strongly favor the Sanders-Deutch amendment (see <http://www.citizen.org/documents/Sanders-Deutch-Citizens-United-Fact-Sheet.pdf>). If your representative feels uncomfortable with co-sponsoring any resolution, ask him or her to consider supporting the Declaration for Democracy (see www.united4thepeople.org). The declaration calls for an amendment without requiring endorsement of any currently proposed language.

I. WHO IS MY MEMBER OF CONGRESS? DO THEY SUPPORT AN AMENDMENT?

You can find your member by looking online here, <http://www.house.gov/representatives/find/>. Just type in your zip code. If you go to this address, <http://united4thepeople.org/endorsers.html>, you can search for your Representative and Senators by pressing CTRL + F to see if they support a resolution. If they don't, it's time to work to change that!

2. WHICH AMENDMENT SHOULD I ASK THEM TO SUPPORT?

If your member of Congress has not yet expressed support for an amendment, we're recommending you ask them to sign the Declaration of Support (<http://www.united4thepeople.org/add-official.html>), which expresses general support for an amendment to undo *Citizens United* and related issues.

If your member of Congress has declared support for an amendment but has yet to sponsor a specific amendment, Public Citizen recommends members sponsor those introduced by U.S Rep. Ted Deutch (D-Fla.) and U.S. Sen. Bernie Sanders (I-Vt.).

Ultimately, support for any of the numerous amendment proposals is a positive step forward.

3. WHAT IF MY MEMBER ALREADY SUPPORTS AN AMENDMENT?

If your member of Congress already supports an amendment, you can still hold a meeting to express your thanks to them for doing so. You can also ask them to deepen their support in a number of ways:

- Support the Deutch Amendment if they are in the House and the Sanders Amendment if they are in the Senate.
- Get another colleague in Congress on board, or present the issue to others in their caucus.
- Publish an op-ed in a local newspaper expressing support for an amendment.
- Hold a meeting in your district with other constituents to educate them on the importance of an amendment.

4. HOW DO I SET UP A MEETING?

- We've created a great "How To" for meeting with your representatives in Congress at <http://www.citizen.org/meeting>.



- **Who should be there?** This can vary, but you want to think about which voices would be the most compelling and meaningful to your member of Congress. For example, if your member is a former teacher, contacting and inviting a local teacher who shares your position on an amendment is a great idea. A diverse group is ideal. One that could include a small business owner, a faith-based leader, and a professor, among other people who have clout in your community.

Use our power map guide from Step Two to get a better handle on what constituencies and voices might influence your Congressperson or their senior staff, and how you can reach out to those constituencies.

The bottom line is: If you can find three or four eloquent friends and neighbors who can speak clearly and compellingly about the need to support an amendment, you're on the right track. You want to keep it to four people if possible, as too many people make it harder to stay on message and connect with your member of Congress or a senior staff person.

- **Who do I talk to?** Ask for the scheduler in the member of Congress's district office near you. You can also ask to speak to someone in the district office who deals with issues related to election law, campaign finance policy, or legislation.
- **How to Organize the Meeting?** Come up with an agenda beforehand; identify the main points you want to convey; identify who will speak; make sure you make a direct and specific ask; stay on schedule; and include time to set follow-up plans with the member and/or their staff.

Run through the dialogue of the entire meeting beforehand to ensure everyone in the groups stays on topic.

- **How Do We Get Them to Commit?** The best way is to make direct and specific ask. Done respectfully, this isn't rude; it clearly conveys what action you want your representative to take.

Bringing in examples of other kinds of support – news articles, list of organizations and other public officials supporting an amendment, examples of local resolutions – can demonstrate the public support for an amendment and add weight to your voices.

If you get a “maybe” or “not sure” answer, ask follow-up questions to get a better understanding of what your member of Congress is considering as they make their decision. Even directly asking, “What information or support would you need to see, in order to support an amendment?” can help.

Lastly, follow-up is key to getting a commitment.

- **How Do We Follow Up?** Set a specific time, day, or week, when you will follow up to get a response. Or, ask the member of Congress or their staff person when you should expect a response from them. Make sure you give and get accurate contact information. Make sure someone from your group is responsible for following up.

If you offer more information or it is requested, make sure to pass that along as soon as you can after the meeting. And, if it's clear the member of Congress needs to hear from other voices or individuals, finding those voices and asking them to weigh in can be an action step your group can take in the meantime.



★ APPENDIX

TOOLS:

1. Campaign Resources	i
2. Conservative Talking Points	ii
3. Timeline on Corporate Personhood	v
4. Social Media Guide.	x
5. Petition.	xii

SAMPLE PUBLICATIONS:

6. Sample Listserv Email	xiii
7. Sample Op-Ed Template	xiv
8. Sample Resolution	xv
9. Sample Flier.	xvi

I. CAMPAIGN RESOURCES

- Campaign website: <http://DemocracyIsForPeople.org/>
- Facebook: <https://www.facebook.com/democracyisforpeople>
- Twitter: <http://twitter.com/RuleByUs>
- Local resolutions toolkit: <http://www.resolutionsweek.org>
- Request signs, buttons, and stickers by emailing amendment@citizen.org
- List of organizations and public officials supporting an amendment: <http://united4thepeople.org/>

BACKGROUND, FACT SHEETS, AND ARTICLES

10 Ways Citizens United Endangers Democracy

http://www.demos.org/sites/default/files/publications/CU_TopTen_1.pdf

The Atlantic: Apologists for the Citizens United Decision Are Wrong on the Facts and the Law

<http://bit.ly/OefXML>

Huffington Post: How Corporations Dodge Taxes With the Help of Campaign Funding

<http://huff.to/O1Ua8e>

How Citizens United Has a Local Impact

<http://www.citizen.org/documents/How-does-Citizens-United-affect-our-city517.pdf>

Not the Rich, More than the Poor: Poverty, Race, and Campaign Finance Reform

<http://bit.ly/1102v16>

The U.S. Supreme Court's Ruling in Citizens United v. FEC

<http://citizen.org/documents/citizens-united-v-fec.pdf>

The U.S. Supreme Court Upholds Citizens United Against a Montana State Law

<http://www.supremecourt.gov/opinions/11pdf/11-1179h9j3.pdf>

Why Pass a Constitutional Amendment Factsheet

<http://www.citizen.org/documents/Fact-Sheet-Why-Pass-a-Constitutional-Amendment1.pdf>

Poll: Seven in Ten Americans Would Send Super PACs Packing

<http://www.langerresearch.com/uploads/1135a3SuperPACs.pdf>



2. CONSERVATIVE TALKING POINTS

THE CONSERVATIVE CASE FOR OVERTURNING *CITIZENS UNITED*

In 2010, when the U.S. Supreme Court's ruling in *Citizens United v. Federal Election Commission* struck down laws restricting corporate and union spending in elections, Americans from all political backgrounds expressed outrage at the Court's disastrous decision. Today, when Americans are asked if they believe big money has a corrupting and undue influence on our political process, the answer is consistently a resounding yes.

Yet a small band of corporate-backed commentators and advocacy groups, such as the non-profit Citizens United, claim the Court's ruling was a "victory for free speech" and that overturning *Citizens United* is part of the "liberal political agenda." Despite these claims, the majority of conservatives are concerned about the impact of the Court's ruling and are joining Americans across the political spectrum in efforts to overturn *Citizens United*.

CITIZENS UNITED V. FEC – REPUBLICANS EXPRESS THEIR OUTRAGE

There has been a lot of noise from a small group of corporate-backed political organizations about how the *Citizens United* ruling was a "victory for free speech." Yet, in the wake of the Court's decision, poll after poll has shown that Americans of all political stripes believe the Court made a disastrous decision.

Most Republicans think Citizens United was bad for democracy:

- A survey conducted in April 2012 by the Opinion Research Corporation (ORC) found that overall, 69% of Americans agreed that "new rules that let corporations, unions and people give unlimited money to Super PACs will lead to corruption." Only 15% disagreed.¹
- Notably, three out of four Republicans (74%) agreed with this statement.²
- A similar poll conducted in January 2012 by the Pew Research Center (PRC) showed that Independent voters also felt the *Citizens United* ruling was negative – more than two out of three (67%) of those polled said the ruling has a negative impact on political campaigns.³

Most Republicans think big campaign spenders, including corporations, can influence how a member of Congress votes:

- More than two-thirds of respondents (68%) in the ORC poll – including 71% of Republicans – also agreed that, "if a company spent \$100,000 to help elect a member of Congress, it could successfully pressure him or her to change a vote on proposed legislation." Only one in five respondents disagreed.⁴

Most Republican voters think that increased campaign spending erodes trust:

- More than two out of three Republicans (67%) responding to the ORC poll said that "they trust government less because big donors to Super PACs have more influence than regular voters."⁵

Most Republicans, including tea party supporters, think steps should be taken to curb this corrosive campaign spending:

- A March 2012 poll conducted by ABC News/Washington Post, showed that more than two-thirds of Americans (69%) felt Super PACs should be illegal – and over half of these people (52%) said they strongly supported such a move.⁶
- Among tea party supporters, the number was the same: 69% of tea party supporters felt that Super PAC's should be outlawed.⁷



CAMPAIGN FINANCE REFORM: PART OF THE CONSERVATIVE LEGACY

Campaign finance reform – including efforts to limit political spending by corporations, unions and the super-wealthy – has historically been part of the conservative legacy.

- The Court’s decision rolled back nearly a century of laws – federal and state – passed by lawmakers from both sides of the aisle who agreed that reasonable restrictions can and should be placed on campaign spending by powerful special interests in order to preserve our democracy. Bipartisan reform efforts included the original ban on direct corporate contributions in the 1907 Tillman Act, and both the 1971 Federal Election Campaign Act and its strong amendments passed in the aftermath of the Watergate scandal.
- *Citizens United* itself struck down key parts of the Bipartisan Campaign Reform Act of 2002 (BCRA), known as the McCain-Feingold Act. BCRA was introduced by U.S. Sen. John McCain, a Republican from Arizona, and was signed into law in 2003 by Republican President George W. Bush.⁸

Stalwart conservative statesmen have fought for campaign finance reform.

- No less a conservative movement icon than former U.S. Sen. Barry Goldwater, a Republican from Arizona, uttered these words in support of bipartisan campaign finance reform in 1983: “[O]ur nation is facing a crisis of liberty if we do not control campaign expenditures. We must prove that elective office is not for sale. We must convince the public that elected officials are what James Madison intended us to be, agents of the sovereign people, not the hired hands of rich givers, or what Madison called factions.”
- McCain, Goldwater’s successor and the 2008 Republican presidential nominee, called the Supreme Court’s ruling “a combination of arrogance, naiveté and stupidity, the likes of which I have never seen.”
- Arguing that campaign finance and government waste are often connected, former U.S. Sen. Alan Simpson, a Republican of Wyoming noted that, “Public employee pensions, which far exceed their private-sector equivalents, and multibillion-dollar defense programs not requested by the Pentagon are but two examples of the very real price we pay when special interest groups are permitted to influence policies. Both parties are to blame.”⁹
- Decrying *Citizens United* and seeking to reinvigorate the tradition of pro-reform conservatives in Congress that he’d been a part of for decades, former U.S. Sen. Warren Rudman, a Republican from New Hampshire, wrote that “Supreme Court opinion notwithstanding, corporations are not defined as people under the Constitution, and free speech can hardly be called free when only the rich are heard.”¹⁰

Protecting States’ Rights

- This new influx of *Citizens United*-enabled corporate and union political spending stands to have the greatest impact on the outcomes of state and local elections, where huge spending increases can dwarf local resources.
- In a Montana case challenging *Citizens United*, *Western Tradition Partnership v. Montana*, a Republican appointee Justice James C. Nelson fiercely criticized the *Citizens United* ruling. He stated, “I thoroughly disagree with the Supreme Court’s decision in *Citizens United*. I agree, rather, with the eloquent and, in my view, better-reasoned dissent of Justice Stevens.”¹¹



Supporting Small Business

- Small business owners oppose the *Citizens United* ruling: A recent survey in January 2012 of small business owners indicated that 66% of the small business owners polled felt that the Supreme Court’s ruling has been bad for small business, compared to only 9% who felt that it has been good for small business.
- Additionally, 88% of those polled view money in politics negatively, including 68% who view it “very negatively.”¹²
- Why do small business owners feel this way? It’s not hard to see why – most political contributions given to Super PACs and independent groups come from a very, very small pool of extremely wealthy donors and giant corporations.
- Though small businesses owners are now “free” to make these unlimited political contributions, when it comes to political spending, small business owners on Main Street can’t compete with Big Banks on Wall Street.

It’s clear that Americans across the political spectrum are concerned about the impacts of *Citizens United* on our democracy and our American way of life, and have a big opportunity to reach out – across the aisle or across town – to work with others to undo this ruling.

From the grassroots on up, the American people are mobilizing to take back local voters’ right to hold sway over our elected decision-makers. By passing a local resolution calling for a constitutional amendment to overturn *Citizens United*, all citizens can play an integral part in protecting our democracy for the next generation.

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3. TIMELINE ON CORPORATE PERSONHOOD

1791: The First Amendment is ratified, providing for freedom of speech, freedom of the press, and peoples' rights to assemble and petition the government.¹ The Framers also are clear, in various writings, of their mistrust of self-interested corporate power.²

1819: In *Dartmouth College v. Woodward*, the Supreme Court determines that corporations are protected by the Contracts Clause of the Constitution.³ In his opinion, Chief Justice John Marshall is adamant that a corporation is merely a state-created, artificial “creature of law” that does not possess inalienable human rights under the Constitution, but rather “only those properties which the charter of creation confers upon it.”⁴

Pre-Civil War: Court decisions confirm that while corporations have limited constitutional protection related to their rights conferred by the state in their charters, individual citizens' substantive rights do not extend to corporations.⁵ Corporations are subject to stringent regulations.⁶

1870s: Advocates begin disseminating the novel theories that corporations have inherent constitutional rights, and business activities should be shielded against state regulation.⁷

1880s and 1890s: The Pendleton Act of 1883 enacts the modern civil-service system and marks the end of the “spoils system,” under which government jobs were a source of partisan political patronage and campaign funding.⁸ In its aftermath, corporate leaders and corporations' own coffers become a major source of political contributions and expenditures. Mark Hanna – the millionaire businessman, Republican Party boss, and Ohio Senator who ran President William McKinley's 1896 and 1900 campaigns – emphasizes fundraising from bankers and other large corporate interests.⁹

1886: The doctrine of corporate personhood is first suggested in *Santa Clara v. Southern Pacific Railroad Co.* A California railroad tax is challenged based on an assertion of Fourteenth Amendment Equal Protection rights.¹⁰ The Supreme Court rules in favor of the railroad based on narrow state-law grounds.¹¹ However, the court reporter adds a footnote to the opinion noting that, during oral arguments, the Chief Justice said the justices did not wish to hear argument about whether the Equal Protection Clause applied to corporations because “[w]e are all of the opinion that it does.”¹²

1897: Citing *Santa Clara*, the Court expressly recognizes that “corporations are persons within the provisions of the fourteenth amendment,” declaring it “well settled” law and striking down, on equal protection grounds, a state statute requiring railroad defendants to pay attorneys' fees for certain winning plaintiffs.¹³ Other decisions this year hold unconstitutional a state statute permitting the condemnation of private railroad property as violating the Fifth Amendment's Takings Clause via the Fourteenth Amendment's Due Process Clause,¹⁴ and a regulation that violated a corporation's “liberty to contract,” protected by substantive due process.¹⁵

1905: *Lochner v. New York* strikes down a state law setting the maximum number of hours that bakers may work, as violating the substantive due process rights of employers and employees to freely engage in contracts.¹⁶ For the next three decades, the Court holds unconstitutional state and federal laws based *Lochner's* *laissez-faire* theory of economic liberty.



1906: In *Hale v. Henkel*, the Supreme Court finds that corporations are protected by the Fourth Amendment right against “unreasonable searches and seizures,” but *not* the Fifth Amendment protection against self-incrimination – which is only meant for natural persons.¹⁷

1907: In the aftermath of controversy over corporate contributions to campaigns, including his own, President Theodore Roosevelt signs the Tillman Act, which bans direct corporate contributions to federal political campaigns.¹⁸ Some states follow suit with similar regulations – others with even more restrictive limits. The federal ban is extended to contributions from labor unions in 1947.¹⁹

1937: The Supreme Court abandons *Lochner*²⁰ and begins upholding progressive regulations and New Deal programs. Over the next several decades, many key decisions based on corporate constitutional rights are overturned.²¹

1971: Congress passes campaign finance regulations with the Federal Election Campaign Act (FECA). In a memorandum to the U.S. Chamber of Commerce, tobacco company lawyer and future Supreme Court Justice Lewis Powell argues that in response to the mainstreaming of consumer rights and environmental advocacy, corporate America needs to take legal action and build an infrastructure to prevent regulation.²² He writes that “Under our constitutional system, especially with an activist-minded Supreme Court, the judiciary may be the most important instrument for social, economic and political change.”²³

1974: In wake of the Watergate scandal, Congress amends FECA to implement comprehensive campaign finance reforms, including limits on campaign contributions and expenditures, matching funds for presidential campaigns, and a new enforcement body, the Federal Election Commission. This law is almost immediately challenged on First Amendment grounds.

1976: In a long, unsigned opinion with multiple partial dissents, the Supreme Court finds in *Buckley v. Valeo* that personal expenditures on advertisements advocating the election or defeat of candidates is protected political speech under the First Amendment.²⁴ The Court upholds limits on contributions to candidates in order to protect against corruption or the appearance thereof, but finds insufficient evidence that the limits on expenditures are justified by the same concern.²⁵

1976: The Supreme Court strikes down a state restriction on price advertising by pharmacies. *Virginia Board of Pharmacy v. Virginia Citizens Consumer Council* is brought, not on behalf of corporations, but by Public Citizen asserting the right of the public to receive information.²⁶ The Court finds that the First Amendment can sometimes be applied to “commercial speech,” and that this total ban on information in which the public is interested is not justified.

1978: In *Bellotti v. First National Bank of Boston*, a 5-4 majority led by Justice Powell strikes down a Massachusetts ban on for-profit corporate spending to influence referenda, finding that the corporate “identity” of the speaker did not deprive it of First Amendment protection.²⁷ Powell does, however, note that this ruling does not necessarily apply to limits on corporate expenditures to influence candidates’ elections, as the danger of real or apparent corruption may be more pronounced.²⁸ Justice Byron White – joined by Justices William Brennan and Thurgood Marshall – and Justice William Rehnquist author strong dissents, arguing that corporations should not have the same constitutional rights as individuals, and that they should not be able to overwhelm elections with massive spending.²⁹



1978: The Supreme Court rules that a plumbing company's Fourth Amendment expectation of privacy is violated by the unannounced workplace inspection provisions of the Occupational Safety and Health Act.³⁰

1980: In *Central Hudson Gas & Electric Corp. v. Public Service Commission*, the Supreme Court invalidates a New York regulation that banned promotional advertising by an electric utility company.³¹ The ruling lays out a four-part balancing test for determining if a restriction on commercial speech – either by individuals or corporations – violates the First Amendment.³² Justice Rehnquist dissents, arguing that “a state-created monopoly . . . is [not] entitled to protection under the First Amendment.”³³

1980s: The Court defers to Congress's judgment that corporations' unique privileges and structure require regulation to uphold corporate political action committee fundraising regulations.³⁴ The Court strikes down FECA's restrictions on corporate independent expenditures as applied to non-profit organizations that take no for-profit corporation or union money.³⁵

1986: In *Pacific Gas & Electric Co v. Public Utility Commission of California*, the Court strikes down a state regulation of utility monopolies on First Amendment grounds.³⁶ The state utility commission had ruled that when the monopolies sent out newsletters in customers' monthly bills that contained political statements, they had to give consumer advocacy groups the right to respond with mailing inserts of their own (at no cost to the utility). The court holds that the state rule violated corporations' “negative speech rights” since it might compel them to explain that they disagreed with the content of the consumer group insert.

1990: In *Austin v. Michigan Chamber of Commerce*, the Court acknowledges that the “corrosive and distorting effects of immense aggregations of wealth that are accumulated with the help of the corporate form” justify government bans on non-media corporations' independent spending on behalf of candidates.³⁷ New Justices Antonin Scalia and Anthony Kennedy, joined by Justice Sandra Day O'Connor, author vigorous dissents accusing the majority of censorship and of being inconsistent with *Buckley* and *Bellotti*.³⁸

2002: To address the proliferation of corporate and special-interest influence through unregulated “issue advocacy” expenditures and “soft money” contributions, and other loopholes that emerged after *Buckley*, President George W. Bush signs the Bipartisan Campaign Finance Reform Act (BCRA), also known as the McCain-Feingold Act.

2003: In *McConnell v. Federal Election Commission*, the Supreme Court rejects constitutional challenges to BCRA and reaffirms *Austin*'s anti-distortion interest.³⁹

2007: In *Federal Election Commission v. Wisconsin Right to Life*, the first campaign finance case since Chief Justice John Roberts and Justice Samuel Alito joined, the Court strikes down BCRA's ban on sham issue ads, which mention – but do not expressly advocate for the victory or defeat of – candidates, during the lead-up to primary and general elections.⁴⁰ The Court declines to completely overrule *McConnell*,⁴¹ though Justice Scalia – joined by Kennedy and Clarence Thomas – writes separately to make the case for doing so.⁴²

2008: In *Davis v. Federal Election Commission*, the Roberts Court strikes down another part of BCRA, the so-called “Millionaires Amendment.” This provision created higher contribution limits for candidates whose opponents spent over \$350,000 of personal funds. The Court held that “the advantage that wealthy candidates now enjoy . . . is an advantage that flows directly from *Buckley*.”⁴³ The higher fundraising limits, the court reasoned, would unconstitutionally chill the potentially self-financing candidates from spending personal funds on the campaign.



2008: Citizens United, a conservative, corporate-funded non-profit corporation, seeks to air a 90-minute documentary criticizing Hillary Clinton through on-demand cable services in the run-up to the Democratic presidential primary in Wisconsin.⁴⁴ Seeking declaratory and injunctive relief to avoid potential civil and criminal penalties under BCRA, Citizens United sues the FEC.⁴⁵

2009: The Supreme Court hears oral arguments in *Citizens United v. Federal Election Commission*, for the first time, with the plaintiff focusing on a narrow argument.⁴⁶ The Court responded by ordering an additional round of briefing and arguments on the questions of whether limits on corporate and union “independent” expenditures on electioneering communications are unconstitutional, and whether findings to the contrary in *McConnell* and *Austin* should be overruled.⁴⁷

2010: In a bitterly divided 5-4 ruling, the Court rules in *Citizens United* that limits on any corporate independent expenditures are unconstitutional, ruling as a matter of law, and with no factual record, that independent spending does not lead to political corruption or the appearance thereof. The Court overturns part of *McConnell* and all of *Austin*.⁴⁸ Mere months later, in *SpeechNow.org v. Federal Election Commission*, the DC Circuit Court of Appeals applies *Citizens United* to strike down limits on contributions to political groups making only independent expenditures.⁴⁹ In compliance, the FEC creates a new form of “independent expenditure only PACs,” commonly known as Super PACs, which may accept unlimited contributions from individuals, corporations, unions, and political groups – including 501(c)(4) non-profits, which are not legally required to disclose their donors.

2011: In *Sorrell v. IMS Health, Inc.*, the Court strikes down Vermont’s Prescription Confidentiality Law – which restricted the sale and disclosure of doctors’ prescribing practices to drug companies for marketing purposes – on First Amendment grounds.⁵⁰ Justice Stephen Breyer’s vigorous dissent argues that the Court has moved away from the Central Hudson balancing approach and toward granting strict scrutiny to an expansive category of corporate activities defined as commercial speech.⁵¹

2011: A 5-4 Supreme Court invalidates Arizona’s optional “Clean Elections” public financing system for state-level elections, in *Arizona Free Enterprise Club v. Bennett*.⁵² Chief Justice John Roberts writes that by triggering additional public funds for a “Clean Elections” candidate if an opponent opts out of the system and spends over a certain high threshold, the law has a chilling effect on non-“Clean Elections” candidates’ speech and impermissibly seeks to “level[] the playing field.”⁵³ Dissenting, Justice Elena Kagan dismisses the notion that Arizona impeded wealthy candidates; the petitioners, in fact, “refused” public assistance.⁵⁴



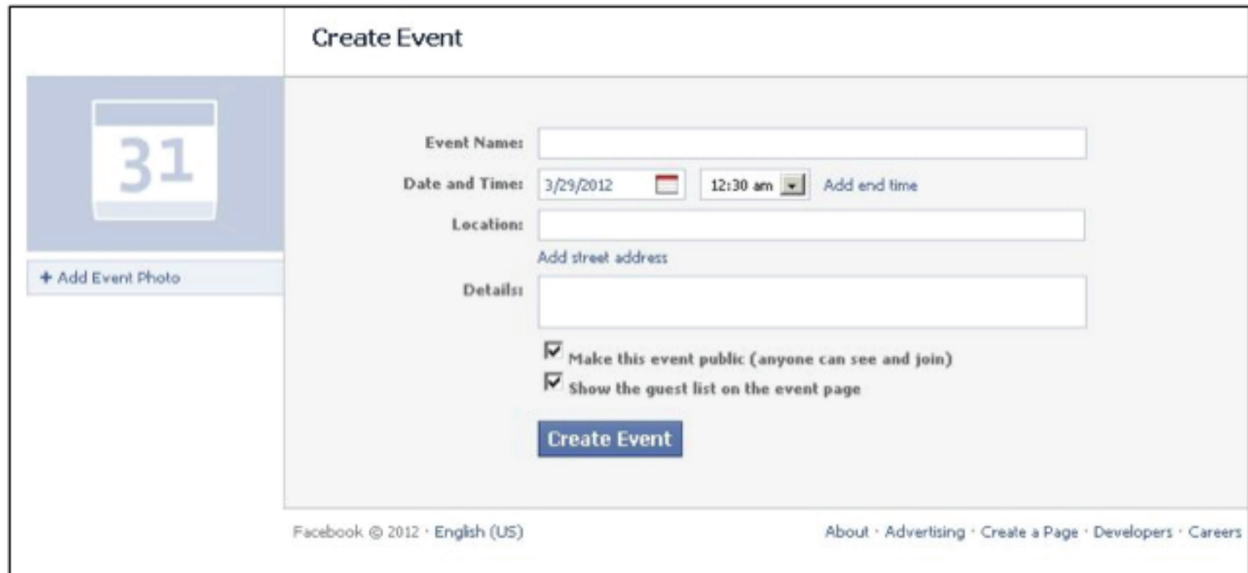
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4. SOCIAL MEDIA GUIDE

Using your personal Facebook profile, create a Facebook event invitation for your first meeting or educational event. This invitation will be the home base for getting people excited about your event. Once you have logged on, click on the tab that says home, then click on events in the left corner of the screen.



The screenshot shows the Facebook 'Create Event' interface. On the left, there is a calendar icon with the number '31' and a button labeled '+ Add Event Photo'. The main form area is titled 'Create Event' and contains the following fields and options:

- Event Name:** A text input field.
- Date and Times:** A date picker set to '3/29/2012', a time dropdown set to '12:30 am', and a link for 'Add end time'.
- Location:** A text input field with a sub-label 'Add street address'.
- Details:** A text input field.
- Make this event public (anyone can see and join)**
- Show the guest list on the event page**
- Create Event** (blue button)

At the bottom of the page, there is a footer with the text 'Facebook © 2012 · English (US)' on the left and 'About · Advertising · Create a Page · Developers · Careers' on the right.

- **Where?** Don't just put the street address; make sure people know that you're making the extra effort to host the party because you really believe in this cause. Add a line like, "At my house, because I want to be there when this gets started!" Then add the street address or other instructions, such as where to park or how to call your apartment to be buzzed in.
- **More info?** YES! Always include more info such as a link to DemocracyIsForPeople.org, where you will find videos and lots of great resources. Let folks know why you're throwing this party (e.g. "The Supreme Court's Citizens United v. FEC ruling put our democracy up for sale. It's time for our community to stand up and say, 'Democracy for sale?! Not in this town!' Please join our organizing effort, as hundreds of others across the country are coming together to do the same. Together, We The People will prevail.")
- **Who's invited?** Select guests from your Facebook friends – invite people even if you know they can't attend and ask them to tell others about the event. Check yes next to the boxes for "Show the guest list on the event page" and "Non-admins can write on the wall."
- **Add a photo!** Any of the photos in this set are up for grabs: <http://www.flickr.com/photos/publiccitizen/sets/72157628957037921/>.
- After you've created the event, use a URL shortener to make your URL easier to tweet (e.g., bit.ly, tiny.cc or is.gd), which will be more manageable for your invitation. A shorter URL is less likely to be lost in translation from one post to another.

Expand the Audience by targeting existing groups that have similar audiences or issues of concern. Find the Facebook pages for the local advocacy groups such as PIRG, Sierra Student Coalition, or the political science student group at your college, and post a link to your invitation on their wall. Make sure you customize your message to suit the group.



Drill Down to Your Inner Circle and make a personal appeal to those closest to you. Use Facebook's message feature to send a personal message to a handful of your closest friends – those who you believe will support your event by attending, inviting others, or helping you in some other way. This message should be personal:

Dear NAME/Friends: You know I wouldn't clean my house unless I had a very good reason. I found one, so I'm spiffing up the place and inviting you to a house party on [DATE] to talk about how corporations are taking over our elections.

Because you're my friend and because I know the combination to your secret lair, I'm asking you to do two things for me:

For a Meeting:

Please send this invitation to YOUR closest friends and ask them if they want government for the people or government for the corporations – anyone who answers is invited to the meeting on [DATE]! <http://bit.ly/example>

For an Event:

Bring your soapbox to the Life Café on January 10 to learn about gearing up to take on Citizens United, the Supreme Court ruling that allows corporations to spend unlimited money in our elections.

Use Twitter to drive traffic to your Facebook invitation by piquing the interest of those who follow your tweets. Starting conversations is helpful if you can commit the time to keeping them going.

- Right now, send a tweet letting people know about the party and include a link to your Facebook invitation. Important: ask people to Plz RT (retweet)! Below are some samples. Remember the shorter your tweet, the more likely others will RT. The goal for Twitter is to get as many retweets as possible so word of your party gets in front of more and more eyes!
- Thanks to the #CitizensUnited ruling it's #Democracy4Sale but corporations aren't people in MY town <http://bit.ly/yourbitly>
- Think \$\$\$ isnt speech? Help us say #Democracy4Sale ! Not in NAME OF TOWN <http://bit.ly/yourbitly>
- The fight for democracy begins on XYZ at the Burlington public library! <http://bit.ly/yourbitly> #CitizensUnited
- 2012 elections robo calls, ads, already proving we face a #Democracy4Sale come out on [DATE] at a gathering to plan a take-back <http://bit.ly/yourbitly>
- If u r not outraged by campaign ca\$h come to my house on [DATE] and find out why u shld be <http://bit.ly/yourbitly> #Democracy4Sale.
- Hey @RuleByUs #CitizensUnited ruling putup #Democracy4Sale can you come to party to plan action? <http://bit.ly/example>
- #OccupyDC – you're all invited to one of the most imp mtgs of the year <http://bit.ly/example> #Democracy4Sale.

Follow @RuleByUs and the hashtag “#Democracy4Sale” for the latest in amendment and campaign-spending news and tweets, and spread the word!

Use the above tweet examples and write your own tweets. Make sure you are sending tweets at various times of the day. Feel free to repeat tweets that may have reached morning readers but not those who log on at night.



5. PETITION



Amend the Constitution to Prevent Corporate Control of Elections

The Supreme Court ruled in *Citizens United v. FEC* that corporations can spend unlimited money influencing elections. Join the movement for a constitutional amendment to keep corporations from taking over our democracy and to clarify that the First Amendment is for people, not for corporations. Visit www.DemocracysForPeople.org to learn more.

Citizens' Petition for a Constitutional Amendment

We call upon the United States Congress to pass and send to the states for ratification a constitutional amendment to restore the First Amendment and fair elections to the people.

Signers will be added to our email list for action alerts and other communications about the work Public Citizen is doing to fight corporate power and hold government accountable to the people. You can unsubscribe from our email list at any time. Submit signatures electronically to amendment@citizen.org or Fax:202-588-7799

First	Last	Email	Phone
Street		City	ST Zip
First	Last	Email	Phone
Street		City	ST Zip
First	Last	Email	Phone
Street		City	ST Zip
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Street		City	ST Zip
First	Last	Email	Phone
Street		City	ST Zip
First	Last	Email	Phone
Street		City	ST Zip

Organizers: Please send completed petitions, along with your contact info, to Public Citizen by fax (202-588-7799), email (PDF or image, amendment@citizen.org), or mail (Attn: Amendment Campaign; 1600 20th Street NW; Washington DC 20009). Thank you!

6. SAMPLE LISTSERV EMAIL

You can personalize and adapt this sample email to reach out to other student groups or listservs to invite them to your first meeting. Make sure to tailor the email to your audience carefully, but keep it short if you want it to be read!

Dear NAME,

Students across the country are rising up to take back our democracy. This is an historic moment for students across parties as we unite against **political corruption and corporate control of our government**.

[Add here how this relates to TARGET GROUP's goals and purpose.]

As you may know, the Supreme Court ruled in ***Citizens United v. Federal Election Commission*** that large corporations can spend as much money as they want promoting or attacking candidates for elected office. This opened the floodgates to an unprecedented amount of spending in our elections, drowning out the voices of all but the one percent.

The ruling made it impossible for Congress to limit the corrosive effects of money in our elections. The corrupting effect this has on our democracy is unacceptable.

Our only hope for preserving our democracy is to **pass a constitutional amendment** to keep corporations out of our elections, limit election spending, and to clarify that **the First Amendment is for people**.

Join us to discuss and make a plan of action on DATE at LOCATION.

Thank You for Your Interest,

SIGNED

Group Name/YOUR CAMPUS Democracy Team

Learn more and sign the petition at: www.democracyisforpeople.org



7. SAMPLE OPINION EDITORIAL

Here is a sample op-ed for a local paper to raise awareness about the need for a constitutional amendment to overturn *Citizens United in Texas*. Make sure you send your proposed opinion editorial to correct address (usually listed on the student paper website), and call to make sure it was received and looked at.

Do not submit the same text to multiple publications at the same time. Shorter is better. More information on how to write and submit opinion editorials here: <http://bit.ly/Nyr1SP>

This May, as congressional primaries in Texas are fast approaching and local elections are heating up, people across the state are seeing the devastating impact of the U.S. Supreme Court's decision to allow unlimited spending in our elections.

The Court's disastrous 2010 ruling in *Citizens United v. Federal Election Commission* gave corporations the green light to oppose or support candidates through so-called independent expenditures. To make matters worse, the ruling led to the creation of so-called Super PACs, which have become a powerful vehicle for corporations and the super-wealthy to buy influence.

Corporations can even make their political investments without full disclosure; hiding their political spending by giving to supposedly charitable organizations which are not required to disclose their contributions, but can advocate for or against candidates.

The *Citizens United* ruling is already affecting elections on the local and state level, where smaller campaign costs means that a few corporate or elite donors can have a devastating impact. Multiple outside groups are backing Lt. Governor David Dewhurst in the Republican Senate primary, while the out-of-state corporatist Club for Growth Super PAC is advocating for Ted Cruz.

By the end of April, outside groups had already spent more than \$1.3 million on the U.S. Senate race.

The effects of corporate spending in elections already have made national headlines in this year's GOP presidential primary, where Super PACs dominated campaign contributions, drowning out the voices of actual voters.

Just three Texas billionaires – Bob Perry, Harold Simmons and Robert Rowling – gave more than \$4.4 million combined to a super PAC supporting Mitt Romney. They've also given \$16.5 million to Karl Rove's American Crossroads group for the general election. Campaign costs are expected to hit record levels in the upcoming presidential race, with spending projected to total up to \$10 billion.

The good news is that Texans are fighting back. From Dallas to San Antonio, Corpus Christi to Houston, people are organizing and standing up for a government run for the people, by the people – not corporations and other special interests. People in cities and towns everywhere are organizing to pass local resolutions calling on Texas to support – and the U.S. Congress to pass – a constitutional amendment overturning *Citizens United*.

Momentum is growing across America. California, Colorado, Connecticut, Delaware, Hawaii, Illinois, Maine, Maryland, Massachusetts, Montana, New Jersey, New Mexico, Oregon, Rhode Island, Vermont, West Virginia and the District of Columbia* have called for a constitutional amendment, and they've been joined by nearly 500* cities and towns nationwide. And efforts are underway in many more states and cities.



University of Texas student council should join them to stand up for the rights and voices of We the People by passing a resolution calling for an amendment to get big money out of our elections. We're going to beat the mega-corporations and plutocrats that gained from this ruling by continuing to build a mass movement to demand that elected officials at every level stand up for people, not corporate interests.

To get involved with the organizing going on in Austin, please contact Student at student@university.edu.

*Visit www.DemocracysForPeople.org for updated numbers on how many cities and states have called for an amendment or call 202-588-1000.

8. SAMPLE RESOLVE LANGUAGE FOR A STANDARD RESOLUTION

(This is sample 'resolve' language to use as a starting point for a resolution that would be voted on by your student/local government)

RESOLVED, [That the Citizens/City Council/Students at _____] call upon the United States Congress to pass and send to the states for ratification a constitutional amendment to reverse *Citizens United v. Federal Election Commission*; and to clarify that:

Corporations are not entitled to the Constitutional protections or "rights" of natural persons;

And/Or

"Money is not speech, and therefore regulating election-related spending is not equivalent to limiting political speech."

And

RESOLVED, that we instruct the [City/State representatives of _____] to make the need and support for a constitutional amendment known to our state legislators, our state's Congressional delegation, and to the Congress at large and to ask for their position on such an amendment.

"Mix and Match" Whereas Clauses are available at:

<http://www.citizen.org/documents/Sample-Resolution-Language1.pdf>





BIG MONEY INTERESTS NOW HAVE THE RIGHT TO POUR UNLIMITED AMOUNTS OF \$\$ INTO OUR ELECTIONS

In the wake of the U.S. Supreme Court's Citizens United ruling, our country's founding principles are being trashed.

*Our chance to take back our democracy is now!
Come to our meeting to share ideas and help organize a student movement to get money out of our elections.*

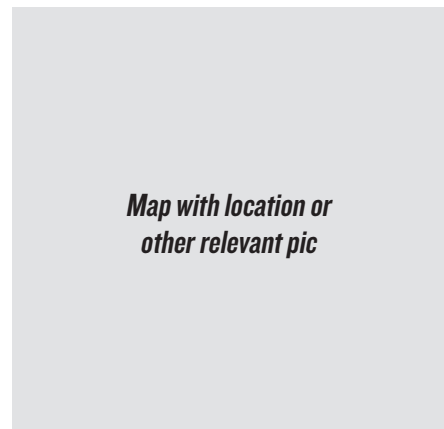
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