



Organizing Framework & Toolkit

ONE NATION WORKING TOGETHER

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WE BELIEVE everyone deserves the opportunity to achieve the American Dream — a secure job, a safe home, and a quality education. **ONE NATION** seeks to transcend our superficial differences and bring us together in a common quest for equal opportunity and justice for all.

New Majority Movement

ONE NATION WORKING TOGETHER Endorsing Members



A. Phillip Randolph Institute
American Friends Service
Committee - New England
Office
American Rights at Work
Americans for Financial
Reform
Black Leadership Forum, Inc.
Blacks in Government
Charlie Fink Production
Coalition of Black Trade
Unionists
Coalition on Human Needs
CodePink
Communication Workers of
America
Demos
Drum Major Institute
Ex-Offenders Association of
PA
Financial IQ
Injured Workers United
Institute of Caribbean Studies
Jewish Funds for Justice
Leadership Conference on
Civil and Human Rights
Left Labor Project
NAFEO

National Black Law Students
Association
National Black Police
Association
National Congress of Black
Women Inc.
National Domestic Workers
Alliance
National Exhodus Council
Opportunity Agenda
Opportunity Nation
Policy Link
Progress Now
Progressive Democrats of
America
SEIU Local 32 BJ
Sojourners
The Other 98%
TWU LOCAL 100
Unitarian Universalist
Association of Congregations
USAction
Ward 7 Business &
Professional Association
Washington Peace Center
United for Peace and Justice
All Hands on Deck
4 all of us



WHO?

Our People. Nuestra Gente. It is time that every community come together and demand the change that we voted for in 2008. ONE NATION WORKING TOGETHER is not just for one community, it is for all communities, it is for OUR community. We hope to galvanize those deeply affected by our struggling economy: Youth (College and Non College), Women, Faith Community, Working Class Citizens, Unionized Workers, and the Immigrant Population.

WHAT?

“ONE NATION WORKING TOGETHER is about reordering out nation’s priorities to invest in our most valuable resource—our people.”

We believe that everyone deserves the opportunity to achieve the American Dream—a secure job, a safe home and a quality education. We want provide an opportunity for people who care about the state of our government, our jobs and our economy the chance to speak out with their voice and their bodies in Washington, DC. We want to come together and speak on behalf of the millions of people who have been affected by our economic downturn in the past few years. We will fight for meaningful, stable jobs, homes we can call our own, the opportunity for our children to obtain a quality education regardless of economic circumstances, and the chance to become an American citizen and contribute to improving America. Our Dream is simple—the American Dream.

WHERE?

We are going to March on Washington on October 2, 2010 (10.2.10). Whether we come by car, bus, plane or train, we will mobilize tens of thousands of people to march in solidarity at the Nation’s Capitol in order to protect our jobs, our education and our economy.

WHEN?

10.2.10 (October 2, 2010)

WHY?

We want to build a movement.

We will march because we are frustrated and unsatisfied with the status quo. We have a chance to galvanize a movement for the majority of people for justice in America. We **can build a movement** that both looks like America and resonates with all segments of the American family. We can build an authentically diverse coalition of our Black, Brown, Red, and White Brothers and Sisters that is rooted in our country’s democratic and progressive traditions. Finally, we will reclaim American themes and traditions - *a more perfect union, common good and justice for all.*

HOW?

We will build diverse community coalitions that represent what our neighbors and cities look like. We will phone bank, canvass, plan events, and physically outreach to the community using our relations and grassroots tactics to not only get people on the bus to Washington, D.C., but to build a movement that people can resonate with and believe in.

Talking Points

- ONE NATION WORKING TOGETHER is a multi-racial, civil and human rights movement. Our mission is to reorder our nation's priorities to invest in our most valuable resource – our people -- because we believe everyone deserves the opportunity to achieve the American Dream – a secure job, a safe home, and a quality education.
- ONE NATION WORKING TOGETHER believes in an economy that works for all. We believe in good jobs, fair jobs, safe jobs, and more jobs. We believe in repairing our immigration system and reforming Wall Street. We want everyone in America to have the opportunity to contribute and strengthen our country.
- In this time of economic crisis, it is easy to find convenient scapegoats for the problems that plague us. ONE NATION WORKING TOGETHER seeks to transcend our superficial differences and bring us together in a common quest for equal opportunity and justice for all.
- During this economic downturn, banks and corporate lobbyists have made off with trillions of public dollars while small businesses can't get loans and cities are laying off teachers, police, and firefighters.
- We must find solutions that are concrete, enact new policies that take into account how this country is changing. We are demanding the change we voted for. But obstructionists in Congress are blocking legislation and impeding good governance. America deserves better!
- We are going to small towns, big cities, conferences, town hall meetings, marches and rallies to promote a united civil, labor, and human rights movement throughout the country. On October 2nd, we will march in Washington, DC to set our country's priorities on the right track.
- ONE NATION WORKING TOGETHER is about reinvigorating voters to demand the change we voted for. Keeping the electorate engaged will only strengthen our democracy and make America a better place.
- ONE NATION WORKING TOGETHER is about preparing our children for the future. We want to rally around this country's greatness and set our path in the right direction.
- ONE NATION WORKING TOGETHER is about motivating and mobilizing voters across the country to finish the job we began in 2008. Through our organized, collective power, we will use the ballot box to secure the American Dream for everyone and ensure that our elected officials invest in our most valuable resource - Our People.

BUILDING OUR COALITION



It is essential to the success of the ONE NATION WORKING TOGETHER that we build strong community based coalitions with like-minded organizations to create long lasting power within our communities. This coalition will help your city pull together people and resources to recruit the maximum amount of supporters to the ONE NATION WORKING TOGETHER March. Notably the strength of this coalition lies in building power for 10.2.10, but also igniting sustainable community coalition to further your organization's and the ONE NATION WORKING TOGETHER Movement's agenda and principles of your organizations after the 10.2.10 March.

We want you to work with a combination of ONE NATION WORKING TOGETHER endorsing organizations, religious entities and community organizations to build a powerful steering committee that guides the field work of each organization and reach the city recruitment goals for the March on 10.2.10.

The Steering Committee should consist of:

1. Chairman or Co-Chairs from the Convening Organization(s)
2. Secretary or Note taker
3. Treasurer or Finance Officer
4. Endorsing Organizations, Community Organizations, Religious Groups, Students and Non-College Youth

The Steering Committee should also be representative of the diversity constituencies represented in the coalition. Consider pulling representatives from some of the following organizations that work directly with specific constituencies:

- The League of Young Voters (Youth)
- AFL-CIO (Labor)
- Women Voices, Women Vote (Women)
- LULAC (Hispanic/Latino)

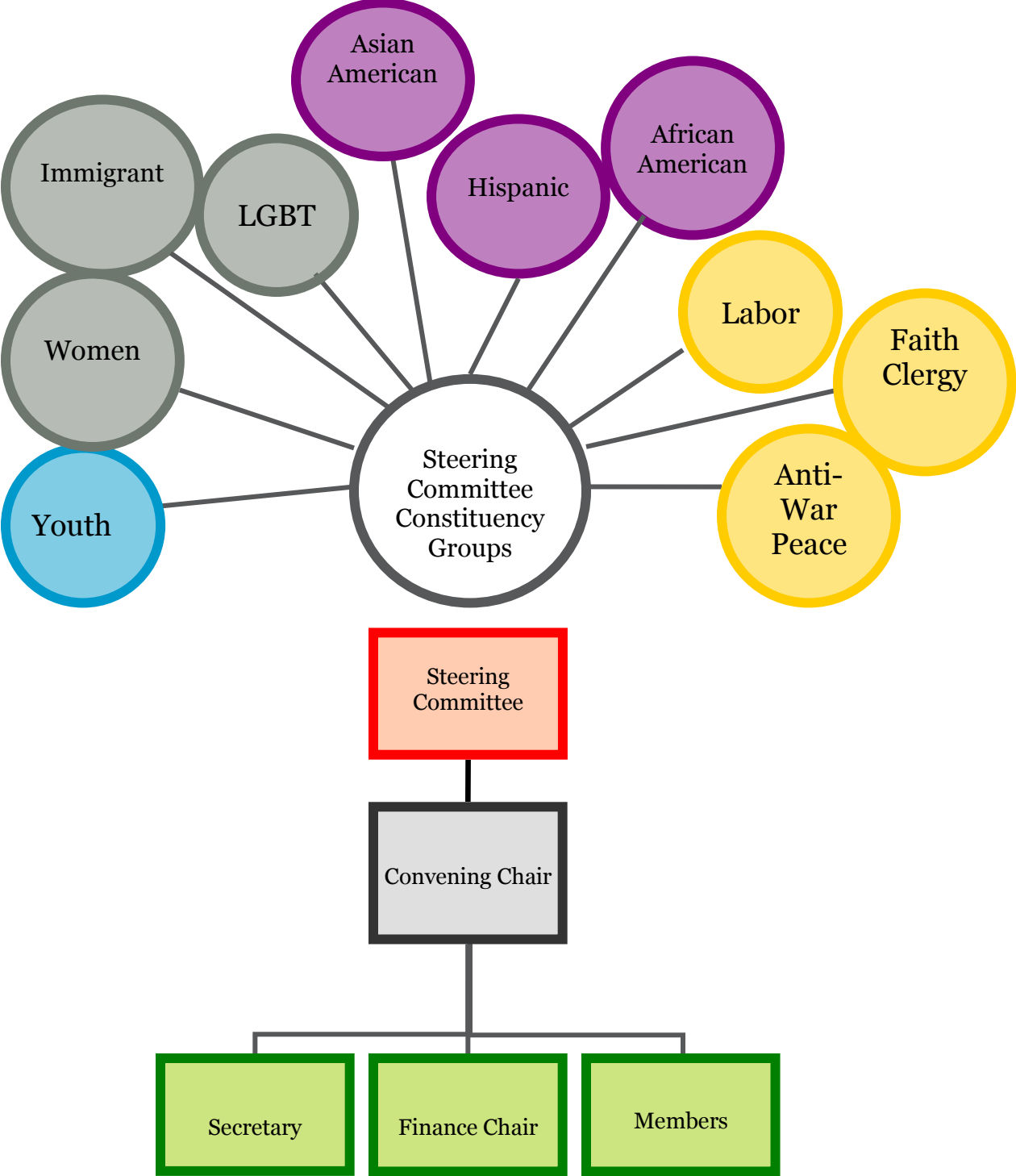
Each and every time your coalition meets, you will need the following items:

- A sign in sheet
- An agenda
- A secretary* (see below)

In addition to a Convening Chair (who will be in charge of having the agenda), the committee will need a Finance Chair and Secretary. The finance chair will be in charge of handling monies and donations. The Secretary* will be responsible for taking minutes and it will be his/her responsibility to send out the meeting's minutes the next day by close of business.

Other things to think about are staff for the coalition, access to voter databases (i.e. Catalyst or the Van), office space, and phones for phone banking. These things do not necessarily have to fall within the prevue of the Secretary.

Steering Committee Diagram



Sample Steering Committee Members

Name	Organization/Constituency
Jane Doe	League of Women Voters (Women)
Maggie Shelton	NAACP (African American, Women)
Robert Williams	ISN (Immigrant)
Mike Fishman	NYS, AFL-CIO (Labor)
Rev. Michael Thomas	St. Luke MB Church (Faith/Clergy)
Renee Childress	CenterLink (LGBT)
Dralan Park	NAHA (Native American)
Charles Fields	Campus Progress, USSA (Youth)
Ruben Diaz	LULAC (Hispanic)
Sam Smith	Amnesty International (Anti-War, Asian American)
Arial Hailey	Green Peace (African-American)



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Sample Letter for Potential Member Organizations



July 12, 2010

Greetings [Organization or Organizations Leader],

ONE NATION WORKING TOGETHER is about reordering our nation's priorities to invest in our most valuable resource- our people. We believe everyone deserves the opportunity to achieve the American Dream-a secure job, a safe home, and a quality education-but bankers and corporate lobbyist have made of with trillions of public dollars while small businesses can't get loans and cities are lying off teachers, policemen and firefighters.

In this time of economic crisis, it is easy to find convenient scapegoats for the problems that plague us. ONE NATION WORKING TOGETHER seeks to transcend our superficial differences and bring us together in a common quest for equal opportunity and justice for all. Add your voice to the new story ONE NATION WORKING TOGETHER seek to create!

Join us on Saturday, October 2, 2010, in Washington, DC, as we march to create millions of good jobs, repairs our immigration system, and reform Wall Street. Your voice is essential in demanding the change we voted for.

We are asking that you join us as a member of The [Insert City Name here] Steering Committee which entails:

- Supporting the implementation of ONE NATION WORKING TOGETHER [insert city] Events
- Identifying resources to fund buses and develop a plan to receive donations for the mobilization efforts on 10.2.10
- Engaging your constituencies and supporting organizations through grassroots organizing about ONE NATION WORKING TOGETHER and 10.2.10
- Attending Steering Committee meetings and be a spokesperson in your profession for ONE NATION WORKING TOGETHER
- Lead and develop ONE NATION WORKING TOGETHER activities
- Sponsor events and GOTV efforts with your organization or constituents around the ONE NATION WORKING TOGETHER THEME
- Fill buses
- Build coalitions of interfaith, youth, students, civil rights and labor organizations in our communities
- Organizing and coordinating the communications of the ONE NATION WORKING TOGETHER efforts

Thank you for your time and consideration and we look forward to hearing from you!

In Solidarity,

[Principles Name]

[Organizations Name]



OFFICIAL ENDORSEMENT FORM

On October 2, 2010 a broad range of civil rights, labor, faith, youth, environmental, immigrant rights, women's rights and progressive organizations will lead a national mobilization. We are asking people of conscience from across the country to join our fight for progressive change that will expand justice and equality in America. The ONE NATION Campaign will elevate our national dialogue and discourse from its current divisiveness and unify the majority of Americans around a hopeful inspiring vision of our nation.

Organization	
Name	Title
Email	Phone (including area code)
Organization's Address	
Signature	Date

I WOULD LIKE TO ENDORSE ONE NATION

Please select one or more of the following: (If available, please attach a copy of any official resolution or letter.)

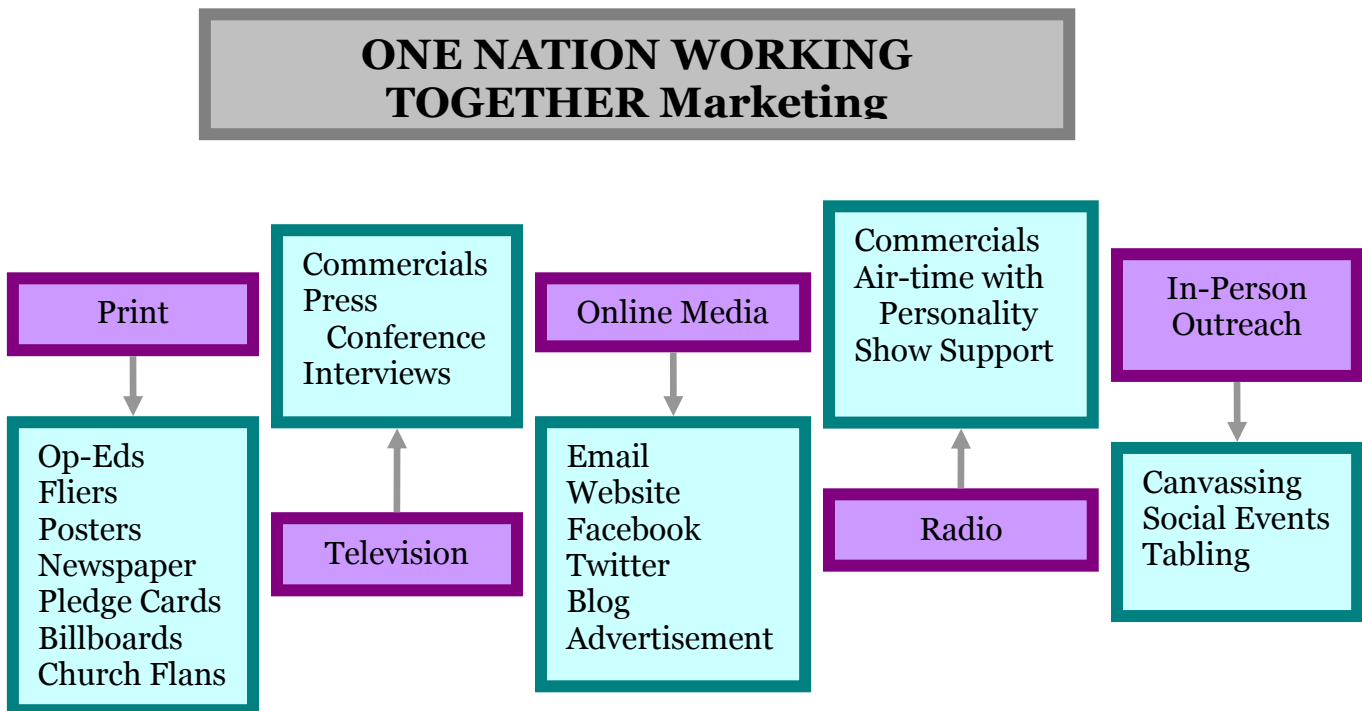
- List organization on **ONE NATION** printed publications
Specify way to print organization name: _____
- List organization on **ONE NATION** website
- Approve the use of official logo on **ONE NATION** printed materials and website
Contact person for logo usage and permissions: _____
- Permission to list organization's principal on **ONE NATION** materials and website
Contact person for Executive Director/President: _____
List Executive Director/President's name: _____

Please return this form to: DC Hope Room, 1333 H St. NW,
Suite 300, Washington DC 20005 • onenationteam@onenationworkingtogether.org
P: 202-533-2578 • F: 202-775-0819 • www.onenationworkingtogether.org

BUILDING THE MOVEMENT

Getting out the MESSAGE: Media Strategies

It is essential for the ONE NATION WORKING TOGETHER Movement to have a strong marketing strategy within your city and region. Building your media presence is essential to not only informing peopling about ONE NATION WORKING TOGETHER Movement, but also garnering support from various organizations and individuals. A key to success in effectively organizing for this event is to build synergies between these mediums. You should consider building media relationships with television, print, radio, online media, and alternative media forms.



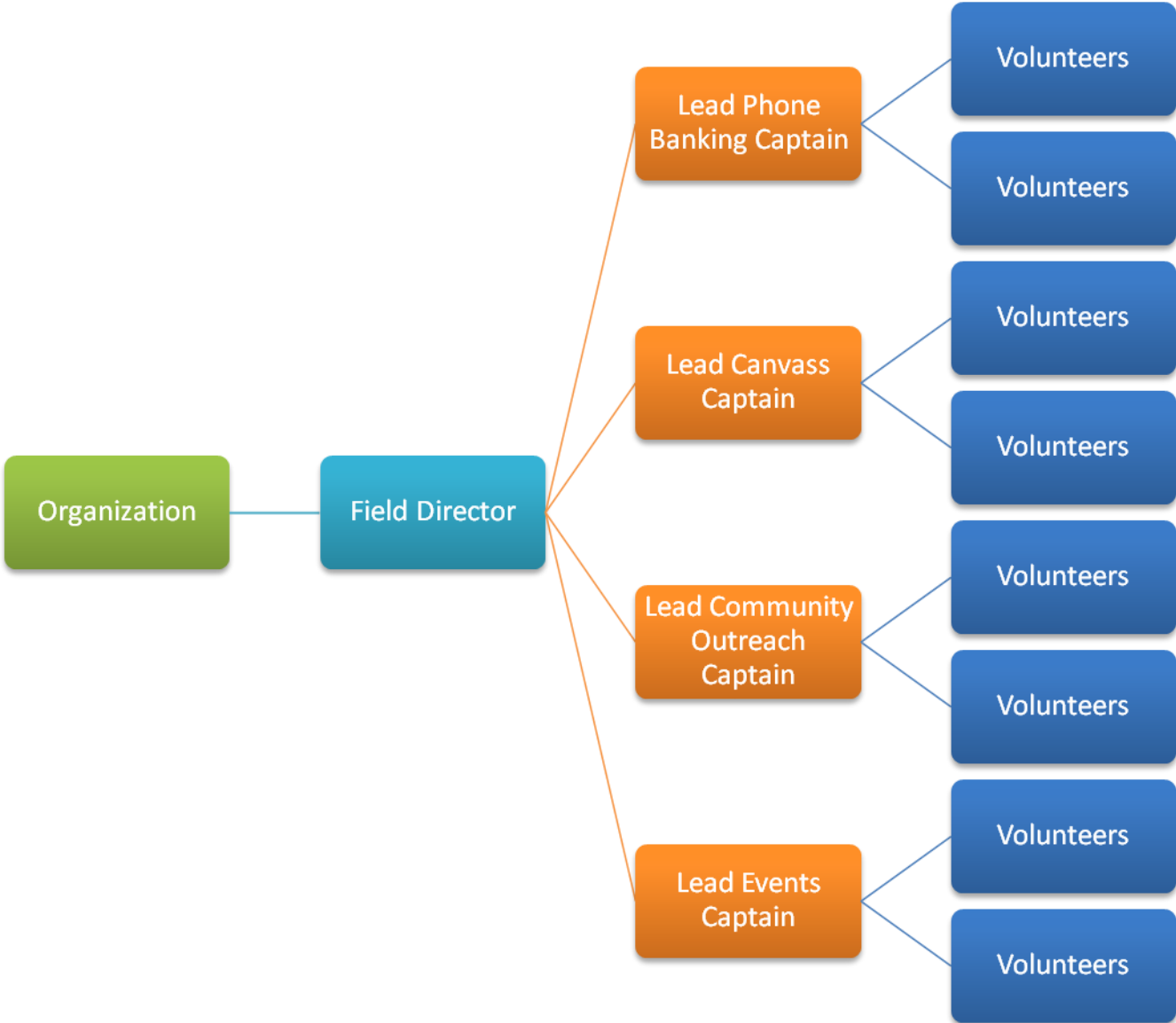
It is important that you stay in accordance with the overall ONE NATION WORKING TOGETHER Movement, but it is up to your coalition to build a message around community issues that affect the constituents in your city. We want your coalition to develop a message that will resonate with people that will excite them, agitate and incite them to join the ONE NATION WORKING TOGETHER Movement.

Example: Currently, Washington, DC is suffering from a 10.5 % unemployment rate which is higher than the national average. In the nation's capitol, where there are thousands of jobs and thousands of people moving to the District to take jobs, we must protect jobs for Washingtonians. By joining the ONE NATION WORKING TOGETHER mobilization, together we can demand jobs for our growing immigrant population and make sure that the people, who live in our city, can work in our city. Join the ONE NATION WORKING TOGETHER Movement. March with on us 10.2.10. Visit onenationworkingtogether.org for more information.

Member Organization

Sample Organizing Diagram

We expect for each member organization of the coalition to create an individual organizing plan to mobilize people to the march. Below is a sample field operation layout to turn our community out for the March. This method can also be used to both alert people about ONE NATION WORKING TOGETHER and used as a mechanism to register people to vote.



Pledge Cards



I WANT TO HELP CHANGE THIS COUNTRY FOR THE BETTER. PLEASE SEND ME MORE INFORMATION:

NAME

ADDRESS

CITY STATE ZIP

PHONE EMAIL

I WILL:

- Yes, I would like to get on the bus!
- Yes, I would like to volunteer!
- Yes, I would like to make a donation
- Yes, I would like to receive text messages from **One Nation Working Together**

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PHONE EMAIL

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- Yes, I would like to make a donation
- Yes, I would like to receive text messages from **One Nation Working Together**

Pledge Card Database System

Step 1: You will receive a link to a Pledge Card Database from your Regional Director for your specific region. This link will lead you to an online Google Excel Spreadsheet specific to your area.

Step 2: Promptly and accurately input the information received from the cards. The database will be useful for you to keep track of those interested in the movement, as well as instrumental for the ONWT Coalition in tracking the number of persons your area has traveling and supporting the movement on 10.2.10 and beyond.

Step 3: Remember to save the document so that the database is visible to the ONWT Coalition.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	City															
2																
3																
4																
5	Date	Data Inputter (Initials)	Last Name	First Name	Address	City	State	Zip	Phone	Email	YES: Get on Bus YES/NO?	YES: Volunteer YES/NO?	YES: Donate YES/NO?	YES: Receive Texts YES/NO?		
6																
8	8/2/2010	MP	Parker	Maggie	Street	Dallas	TX	75232	(987) 654-3210	mjparker@naacopnet.org	YES	NO	NO	YES		
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Setting a Goal for the Coalition

It is important that both the coalition and the member organizations of the coalition set turn out and outreach goals for the campaign. Each city should talk to the ONE NATION WORKING TOGETHER TEAM to discuss projected goals for turn out in your city. It is equally as important for your coalition to set goals that each member organization feels comfortable meeting. Each organization should also set a fundraising goal. It is going to be imperative for people to fill buses, and we cannot fill buses unless we have the money to subsidize some of the cost for our participants. Below are some ideas you can use to set goals.

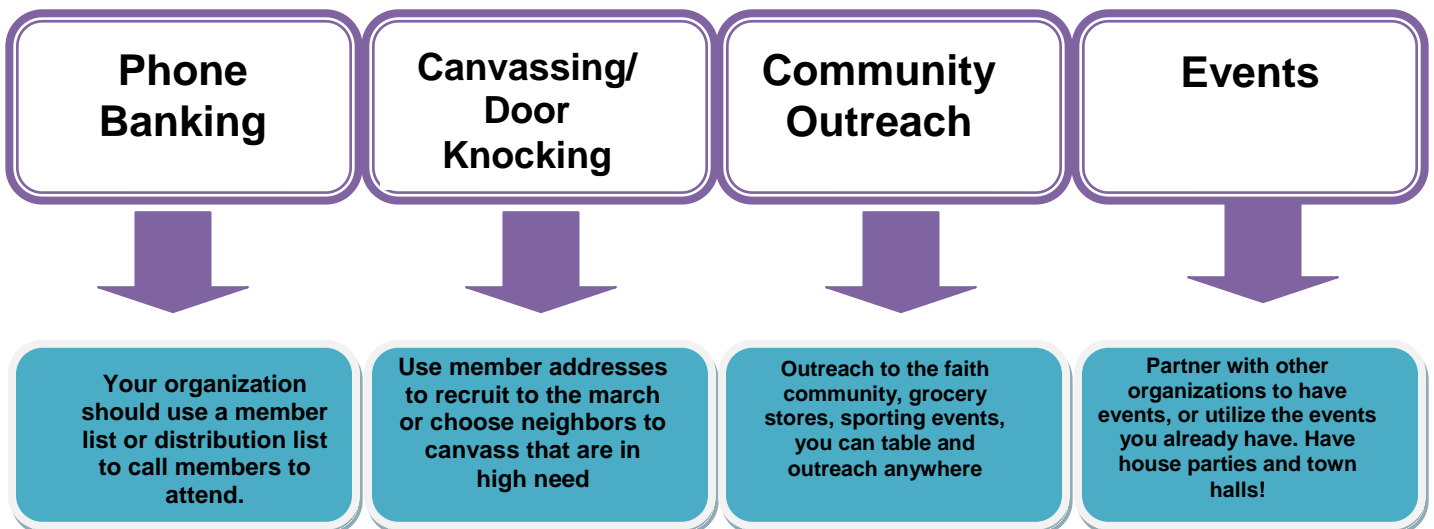


Setting a Goal for Your Member Organization

There are a number of things to consider when coming up with a goal for turning out people to the 10.2.10 march:

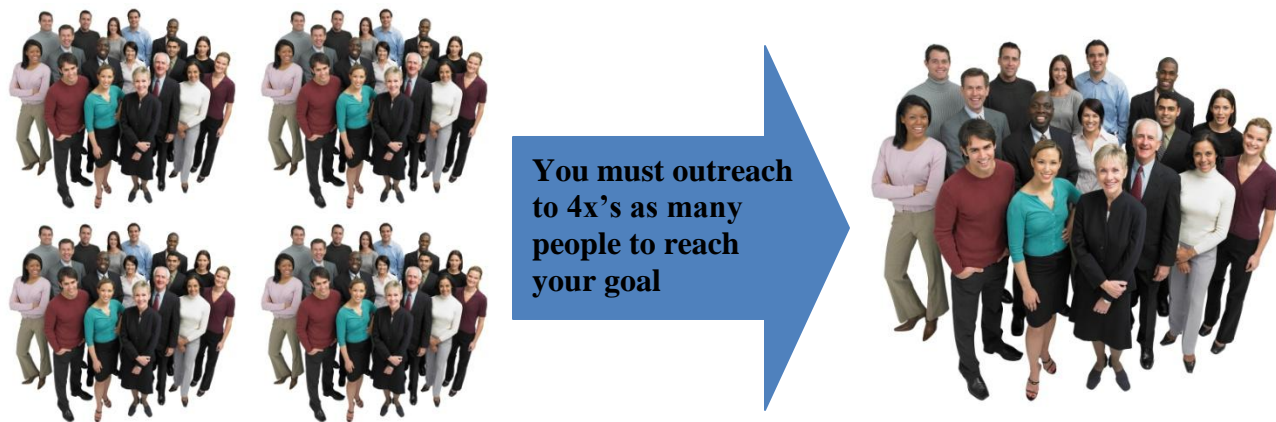


After you figure out your projected turn out number, it is time to figure out the different ways we can recruit people to the march. One of the most successful ways to recruit people to anything is to use grassroots tactics such as phone banking, canvassing, outreach and events. We will utilize these 4 tactics to get people on the bus!



Once your organization comes up with a concrete number of people you would like to turn out for the march, it is time to start the recruitment process. For this campaign, using pledge cards is essential to gaining access to members and constituents. Our goal is to retain as many pledge cards as possible in order to phone bank, canvass, and outreach to our contacts. The more pledge cards we receive, the better chance we have at contacting and convincing our members to attend the march.

Example: Let's just say our organizations goal is to turn out 1000 people to the 10.2.10 Mobilization. We have to contact (i.e. collect pledge cards, talk to people face to face or over the phone) at least 4 times as many people as our goal. So if you would like to get 1000 people on the bus, you would need to try to contact at least 4000 people. We know what you are thinking, 4000 is a lot of people. But one must ask the following questions: How many people go to your church? How many people go to the grocery store in a day? How many people are apart of your union or your local chapter? If YOU are able to reach 100 people each day, just image if you have 10 volunteers reaching 100 people a day for 4 days—you would have contacted 4000! If you have questions about contact goals and how to reach these goals, feel free to contact your ONE NATION WORKING TOGETHER Field Team.



Example Plan:

Member Goal: 1000 people on the bus

Total Pledge Cards and Constituent Information Received: 4000 contacts

Phone Banking Contacts: 500

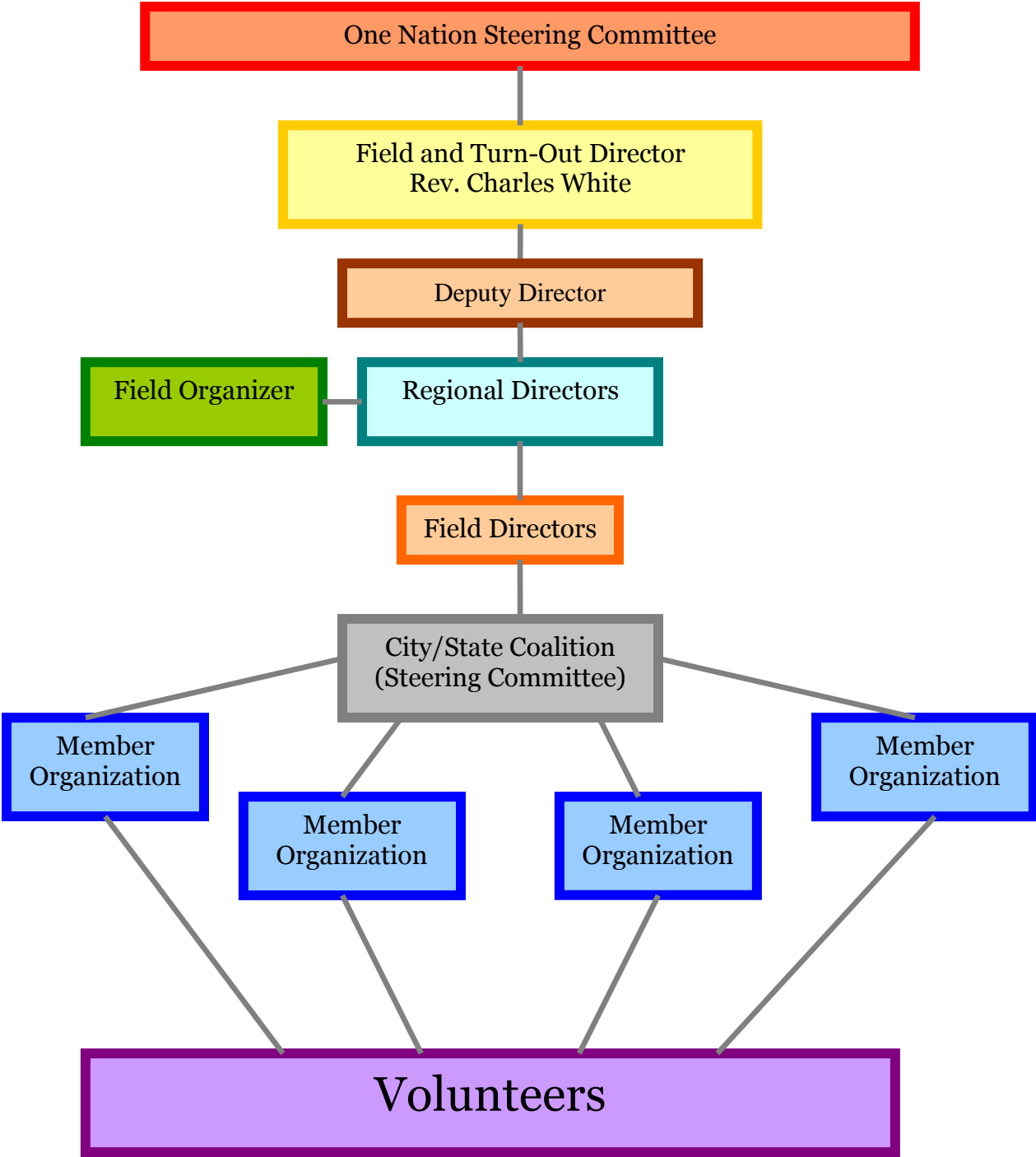
Canvassing Contacts: 500

Community Outreach: 2000

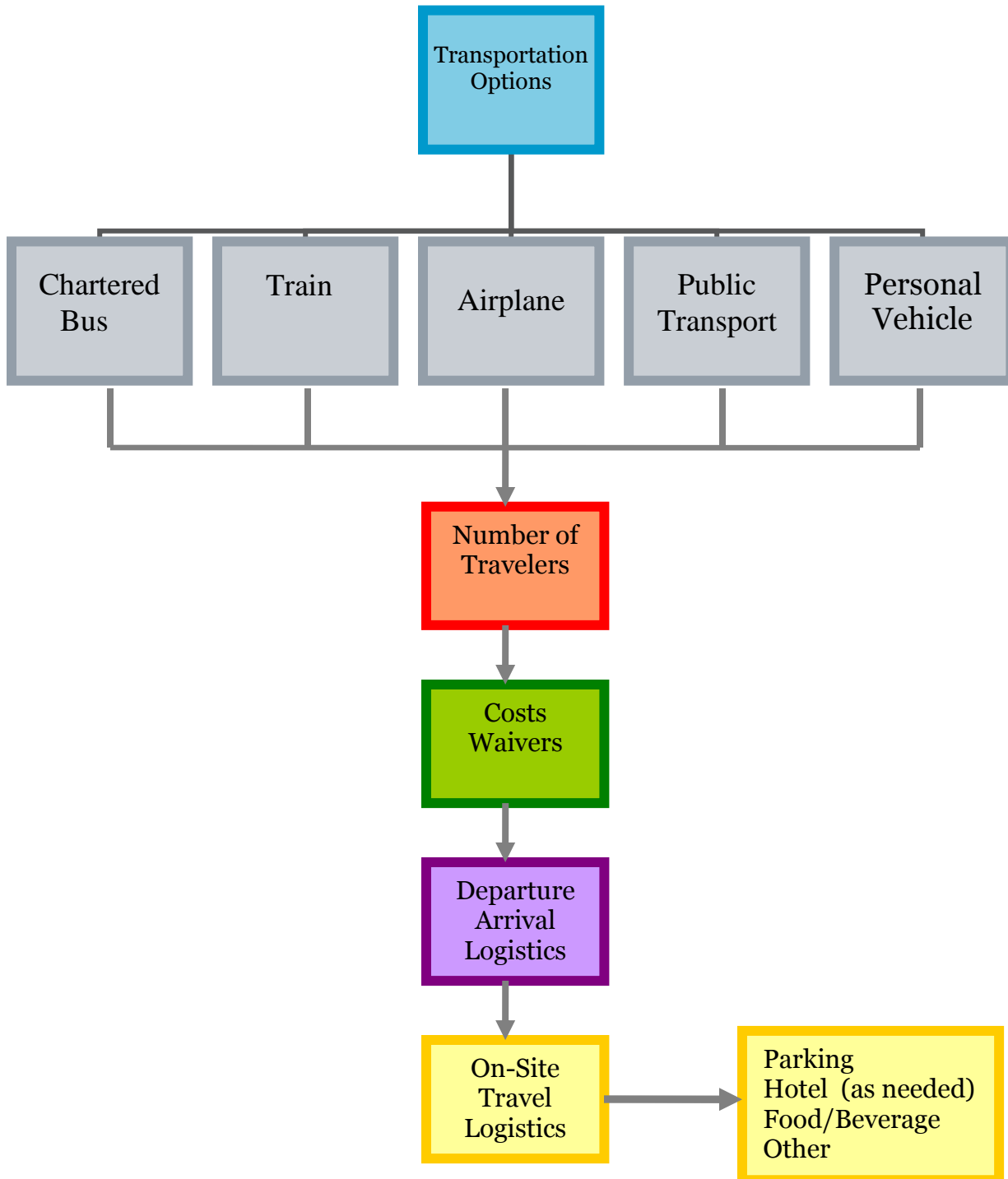
Events: 2000

Coalition Structure

The ONE NATION WORKING TOGETHER Movement is powered by you! The following diagram displays the overarching structure that governs how information will be dispersed for your coalition group.



Transportation Considerations





MARCH ON WASHINGTON

October 2, 2010

Washington, District of Columbia

YOUTH PERMISSION FORM

This form is to be completed for each individual youth attending the **One Nation Working Together March in Washington, District of Columbia.**

NAME _____ AGE _____ DOB _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE () _____

CONSENT:

I (We), the parent (s)/guardian (s) of the above-named child grant said minor permission to attend the **One Nation Working Together March** to be held in **Washington, District of Columbia.** I (We) further forever release, acquit, and discharge the One Nation Coalition, its agents, servants, or employees from any and all liabilities, claims and causes of action, which I/We may have by reason of said attendance.

While attending the march, my child will be under the direct supervision of Mr./Ms./Mrs. _____ of the _____ Youth Council and, therefore, has the authority to act as parent or guardian for the duration of my child's stay at the march.

Parent(s)/Guardian(s)
Signature _____ Date _____

Parent(s)/Guardian(s)
Signature _____ Date _____



MARCH ON WASHINGTON

October 2, 2010

Washington, District of Columbia

AUTHORIZATION FOR EMERGENCY MEDICAL TREATMENT

NOTE: Please prepare one form for each individual youth.

NAME _____ AGE _____ DOB _____ SEX _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE () _____

In case of emergency, contact: _____

Telephone () _____

HOTEL ASSIGNED _____

CONSENT:

I _____, the parent (s)/guardian (s) of the above-named child hereby give consent and approval for him/her to attend the **One Nation Working Together March in Washington, District of Columbia**. We hereby authorize _____ to take emergency actions on behalf of my/our child in the event of accident or illness during the course of the march.

Parent(s)/Guardian (s)
Signature _____ Date _____

Insurance Carrier _____

Identification Number _____ Group Number _____

Personal Physician _____

Telephone () _____

Please give us any additional information that would facilitate care in a health or medical emergency (i.e., special medications, physical disabilities, allergies, heart condition, seizures, etc.): _____



ONE NATION WORKING TOGETHER MARCH on WASHINGTON

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We want to build a movement. We need you to join. Answer the call and manifest the dream.



**The Lincoln Memorial * National Mall * Washington, DC
9 am – 4 pm**

For more information visit: www.onenationworkingtogether.org



One Nation Working Together

Field & Turnout Staff Directory

National Field Director:

Reverend Charles L. White, Jr.

Email: Whitejrcharles@aol.com

Office Telephone: (202) 263-4556

Mobile Telephone: (410) 458-3385

Special Assistant to the Director:

Kendall Givens

Email: KendallLittle@gmail.com

Office Telephone: (202) 263-4556

Mobile Telephone: (803) 549-2215

Regional Directors

Mid-Atlantic Regional Director:

(VA, PA, MD, DE, WV)

Yvonne A. Miller

Email: MidAtlanticRegionalDirector@gmail.com

Office Telephone: (202) 263-4576

Mobile Telephone: (803) 673-3688

South Regional Director:

(AL, FL, GA, NC, SC, TN)

Demetrius G. Fisher

Email: DemetriusFisher78@gmail.com

Office Telephone: (202) 263-4549

Mobile Telephone: (404) 227-1659

At-Large Regional Director:

Major Cities outside of 12 hr. radius
Gulf Coast/LA, MS
TX, CA, CO, AZ

Jennifer Littlejohn

Email: JenniferLittlejohn@gmail.com

Office Telephone: (202) 263-4574

Mobile Telephone: (901) 219-3575

New York Region Director(s):

New York City, New York State

Marvin Bing, Jr.

Email: MBingJr@gmail.com

Office Telephone: (212) 603-0082

Mobile Telephone: (917) 697-7801

Bertha Lewis

Email: BLewis@acornmail.net

Office Telephone: (212) 603-0082

Mobile Telephone: (718) 219-8266



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Last Update - August 5, 2010