

# >> TIPS FOR SHADOWING YOUR PUBLIC OFFICIAL

**Don't focus on one party or candidate:** If we're really going to get the action we need on climate change, then we need all elected officials from ALL parties supporting strong action for clean energy.

**Don't assume!** Don't assume that an elected official supports, or does not support, strong action on climate change. Sometimes people will surprise you. Do your research to see where they stand and how much money in campaign contributions they have taken from dirty energy corporations. Check out [www.opensecrets.org](http://www.opensecrets.org), [www.followtheoilmoney.org](http://www.followtheoilmoney.org), or [www.followthecoalmoney.org](http://www.followthecoalmoney.org) for more info on how much money your elected official has taken from Big Oil and King Coal.

**Remember: ASK, LISTEN, REACT!** What does this mean? First, ASK an elected official if they support strong action on climate change. Then, LISTEN to their response. Finally, REACT to the elected official's response to your question by going to another event or publishing a Letter to the Editor with your demands.

## Message

- Stand with People Not Polluters.
- Be a clean energy champion and stand up to Big Oil and other dirty energy corporations.
- Young people are cleaning up politics and reclaiming our future.
- Dirty energy is polluting the political process – free our democracy from Big Oil and King Coal.
- Reclaim our energy policy from polluters and put it in the hands of the people. American people want clean, safe energy technology to create millions of jobs.
- The oil disaster in the Gulf demonstrates the dangers of allowing Dirty Energy companies to be in bed with our public officials.

## Sample Question for Elected Official

"Big Oil is polluting the Gulf and our democracy. Can we count on you to join us in standing up to Big Oil by donating your \$ XX in campaign contributions from Dirty Energy interests to the Gulf Coast Fund, and to work for clean energy jobs?"

## Getting Started: Planning and Recruitment

- Get together with your friends and/or your local group to plan your action. Recruit 3-5 other volunteers in your area to help plan, promote, and attend the event. This can be your

rapid response team to deploy with short notice. Also, consider reaching out to others from a variety of locations throughout the state to cover other potential event locations.

- **Be visible:** Bring signs, wear green shirts, costumes, and green hard hats to symbolize clean energy jobs – whatever will make you stand out from the crowd.

## Find Elected Officials' Events

- **Check your elected officials' websites:** Check to see if there's a calendar of events on the website. Often, the biggest events will be featured. Some elected officials' offices blog and will mention upcoming events in their commentary. You can find their websites through any online search engine.
- **Candidates' e-mail alerts:** Sign up for these alerts if you don't already receive them. You can also do this through their websites.
- **Local newspapers:** Often reporters will mention any big events coming up in the local news, so read anything that mentions your elected officials.
- Identify reporters who report on candidates events, and ask them if they know events coming up.
- **Campaign listserv:** If the elected official is up for re-election, get on the campaign's media list.
- **State/local blogs:** Blogs are an incredible resource for staying on top of what's happening locally. Ask around or do an online search to find blogs specifically covering the towns and cities in your state.
- **Volunteer on their campaign:** If the elected official is up for re-election, sign up to volunteer on their campaign. Often times, they'll have specific fundraisers and events to focus on re-election.

## Outline for the Event

- **Leaflet before event:** Organize an hour of leafleting and sign holding before the event. For example, if the candidate is speaking at a high school at 2:00 pm, your team may want to leaflet from 1:30-2:30 at a busy intersection near the school.
- **Have "scouts":** Scouts are placed away from the rest of your volunteers (who may be holding signs or appearing more obvious) and are set up to address/give the gimmick to the elected official. Make sure they aren't wearing any environmental t-shirts or anything that gives them away before the event begins.
- **Asking the Right Questions:** Set up your scouts with a set of questions that they've practiced in advance (questions coming soon).
- **Photos/video:** make sure that you have volunteers set up to take photos/video of your scouts giving the gimmick to the senator and of the other volunteers with leaflets and signs.

