

ZOOM IN: FOCUS ON EXECUTIVE REVIEW

Guidelines and Tips

ACTION #1: PERSONAL RESPONSE

Campaign materials are accessible from the LP-DOC, Friends of Peltier, and International Peltier Forum Web sites. Download the campaign kit. Most of the files are in PDF format. You'll require an Adobe Acrobat Reader (<http://get.adobe.com/reader/>).

Using Film

- Print a campaign sign using landscape orientation. Produce a photo of yourself holding the campaign sign. Not all cameras are the same and the level of light will affect image quality. We have provided four signs. Choose the sign that photographs best in your conditions. (We've noticed that, with flash photography, the image with the white background tends to work best.) Make sure the sign and your face are clearly visible in the photograph.
- On the back of the developed photo, legibly PRINT your name, street address, city, state, country, postal code, and an e-mail address, if you have one.

Using a Digital Image

- You also can use a digital photo. If you have access to a photo printer, simply print your photo. On the back of the photo, legibly PRINT your name, street address, city, state, country, postal code, and an e-mail address, if you have one.
- A less costly option is to electronically insert the digital image to a campaign mailer and print the mailer on standard paper. We have provided two styles of mailers (Word documents) for your use. The mailers are in Word format specifically so that you'll be able to manipulate the mailer. Adjust the placement and size of your photo, as needed. When you're satisfied with the appearance of the mailer, print the mailer.
- Legibly PRINT your name, street address, city, state, country, postal code, and an e-mail address in the spaces provided on the mailer. NOTE: We prefer handwritten information because this tends to make your submission to the Attorney General more credible.
- Please do not fold your mailer when you send it to us.

We also ask that you contribute \$1. That's right – ONE U.S. dollar! A donation is not mandatory to participate in this campaign, but your voluntary donation will help us with expenses we'll incur. Checks and money orders should be made out to "LP-DOC". If you prefer, you may donate online at www.whoisleonardpeltier.info.

Mail your donation, together with your standalone photo or mailer, to our support branch coordinators: **ZOOM IN, c/o 2241 NW Hoyt Street, #214, Portland, OR 97210.**

Please also sign the online petition at http://www.ipetitions.com/petition/Executive_Review.

ACTION #2: COMMUNITY RESPONSE

Do you have a digital camera? * Maybe you have a cell phone with a camera. Well then:

- Hit the streets! Go to an area with heavy pedestrian traffic—near shops, a post office, a popular park, etc. (For safety and companionship, you may want to work with a partner.)
- Do you use public transportation to commute to and from work? Every work day you'll have the opportunity to meet new people, talk about the Peltier case, and collect photos of new supporters.
- Table at community events, too. Or create your own mini-event by setting up a table outside a grocery store or another public place (with permission, of course).
- Don't forget church and other civic functions, flea markets, bazaars, and pow wows.
- Will you be attending a gathering related to Thanksgiving, Christmas, New Years? These are prime opportunities to get friends, colleagues, and family and/or community members involved.
- Host a house party and invite friends, neighbors, and family members.

Your goal is to collect 10 photos at least one day each week over the next several months. If we all do our part, tens of thousands of photos will be collected by January 31.

*You can also purchase a disposable (standard or digital) camera or use a Polaroid camera, although these are more expensive options.

Materials

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- Print a sign using landscape orientation. There are four images from which to choose. **TIP:** For greater stability for the purpose of photography and also to protect the sign from wear and tear, you may want to affix the sign to a piece of heavy poster board, cardboard, or even plywood. You also may want to carry more than one sign with you at all times so that you have a backup sign, if needed.
- Print the photo log. **TIP:** Print no less than 5 sheets per outing (because your daily goal should be to collect 10 photos), or print and photocopy the log.
- Print one copy of the flyer per clipboard used.
- Print or photocopy a batch of donation receipts (about 20 sheets per outing). Cut along the dotted lines. **TIP:** You can use scissors, but a paper cutter or trimmer would be quicker. Most copy stores have paper cutters available for use.
- Pens. **TIP:** Take several pens. Test all of them to be certain there's ink in them.
- Clipboard (Optional). **TIP:** We highly recommend that you use a clipboard for easy handling of your materials. This is a handy tool for canvassing because it helps you organize your materials and have them readily available. You'll have greater mobility, too, because you won't have to be constantly juggling the campaign materials.
- 2 plastic sheet protectors (Optional). **TIP:** Plastic sleeves/protectors are great. They will protect your paper materials from wear and tear and against moisture (spills, rain, snow, etc.).
- 2 large rubber bands (Optional)

- Sample completed mailer (perhaps your personal one) to use as an exhibit.
- Camera/Camera Phone (Fully Charged)

Assembly of Clipboard

- Slide the flyer inside one of the sheet protectors. Place the flyer face up on the back of the clipboard. Attach the flyer to the clipboard with the rubber bands, one at each end of the flyer.
- Slide your receipts under the rubber bands on the other side of the clipboard. You can split your receipts into two small stacks and tuck each stack under the rubber bands. To hold the receipts more securely, you may also slide them under the clip.
- Place your sample mailer on top of the receipts and slide it under the clip to hold it secure.
- Place the log sheets on top of the sample mailer and slide them under the clip.
- In inclement weather, you can place your second sheet protector over the log sheets and slide it under the clip to hold it in place.

Steps

- Go out and drum up support. Approach passersby with a smile on your face (do not wait for them to approach you) and use your rap (below) to control the flow of the conversation.
- Quickly educate about the campaign. Keep your comments brief and to the point.
- When the passerby agrees to participate, have him/her fill out the log. This will take the respondent as much time to fill out as for a petition, and while the respondent is writing you'll have an opportunity to further educate the respondent about the Peltier case.
- Assign a number to the log entry that will help you match it to the photo you take of the participant. If the participant refuses to have a photo taken, he/she can still fill out the log. Leave the space for the frame number blank so that you'll know there isn't a photo for that individual. (NOTE: You will have to add the information on the log to each mailer you produce later, so please review what the respondent writes to be certain the entry is complete and legible. Respondents may be reluctant to provide an e-mail address. Tell them the information is used for verification purposes and will remain private.)
- Take a photo of the participant holding the campaign sign. Not all cameras are the same and the level of light will affect image quality. We have provided four signs. Choose the sign that photographs best in your conditions. Make certain that the sign and the supporter's face are clearly visible in the photograph.
- Always ask for a \$1 donation. Assure supporters that this is not mandatory in order to participate in the campaign, but tell them that most folks in the neighborhood are contributing at least \$1. **TIP:** You can accept less (or more) than \$1 from a participant. ALL donations are much appreciated. Please ALWAYS provide a receipt to a donor no matter the amount donated. This will reinforce the contact and donors will be more likely to remember Leonard's name and what they learned about the case. Also, this is a way to provide them with information like Web site addresses so that they can investigate the case further.
- ALWAYS thank folks for the contribution and/or their participation in the campaign. Leave everyone with a good impression—of you, the organizations you're representing, and Leonard Peltier.
- Later, produce a mailer for each photograph collected. Open the mailer file of your choice and insert the image in the space provided. The mailers are in Word format specifically so that you'll be able to manipulate the mailer. Adjust its size and placement, as needed. When you're satisfied with

the appearance of the mailer, print the mailer. Please note that mailer #2 allows you to prepare two mailers on a single sheet of paper. Refer to your photo log and legibly PRINT the supporter's name, street address, city, state, country, postal code, and e-mail address in the space provided on the mailer.

- Weekly or monthly, mail your batch of mailers (flat and in an 8" X 11" envelope). This will allow us to gauge our progress and to share that information with supporters. **TIP:** You do not have to cut the mailers apart if you've used mailer #2 (with two mailers on the one page). We'll take care of that for you.
- At the same time, mail the completed log sheets that correspond to the mailers you're submitting. Participants' contact information will be destroyed at the end of the campaign. **TIP:** Feel free to tell participants that we assure their privacy.
- In addition, mail the donations you've collected. Mailing cash is risky, so we prefer that you submit these donations by check or money order made payable to "LP-DOC". **NOTE:** It isn't our intention for this campaign to result in hardship for anyone. Therefore, supporters may reimburse themselves for reasonable expenses prior to submitting donations. Let us know the total donations collected and the amount you have retained for expenses.
- Mail your mailers, log sheets, and donations to our support branch coordinators: **ZOOM IN, c/o 2241 NW Hoyt Street, #214, Portland, OR 97210**. Please also provide your contact information so that we can verify receipt of your submission(s). **NOTE:** Please provide an e-mail address and/or telephone number.

If you're not familiar with Word or don't know how to manipulate digital images, drop us a line at zoom@whoisleonardpeltier.info and we'll help with instructions. As needed, we'll make other arrangements for the transfer of image files and log data, as well as the preparation of mailers.

Canvassing Tips

Face-to-face canvassing is the most effective way to educate the public on an issue and get them involved. People tend to be flattered by being personally asked for their involvement, impressed by the commitment it takes for a volunteer to even be out on the streets, etc. In addition, canvassers will hopefully hold persons' attention for roughly five minutes and thereby relay information—and the message—that folks may not attend to when these things are delivered any other way.

Each canvasser should make it a goal to reach as many people as possible during an outing or event—somewhere in the range of 50 to 100 people. This number may seem high. It's not. In a public venue, a good many of the passersby won't wish to participate. The goal for actual contacts should be 50 percent of the passersby. Of those contacts, canvassers should aim for 75 percent of people taking the clipboard. Of those who take the clipboard, canvassers should aim for 80 percent actually filling out the campaign log and allowing their phone to be taken. **IMPORTANT:** Participants will provide their name, mailing address, and e-mail address, as well as their image. Assure them that involvement is voluntary and won't cost them anything and that the information they provide will be kept completely private. In fact, at the end of the campaign, all log sheets and photos will be destroyed.

Success is dependent on a number of factors. Be friendly and neighborly, for one. Canvassers should enjoy being out on the street or working an event. Show that enjoyment. Establish and keep eye contact. Keep what you say "short and sweet". Don't get lost in the intricacies of the issue at hand or the overall Peltier case. Don't argue. Be persistent, but never rude.

Keep to the prepared rap as much as possible. Always be confident and **ASSUME SUPPORT**.

The key to the success of a canvass is to actually get the opportunity to interact with a person. Canvassers have to make the opportunity happen. Don't stand still. Move around; put yourself in peoples' way, to a

degree. If you're tabling at an event, don't stay behind the table. Do what you can to encourage folks to come to your table or otherwise engage in conversation. Meet and greet everyone. Don't be shy.

Controlling the clipboard is essential. A canvasser should hold the clipboard at his/her side initially, out of view of the person you approach. If the canvasser is right handed, he/she should smoothly direct the clipboard to the right shoulder of the person. If the canvasser is left handed, he/she should smoothly direct the clipboard to the left shoulder of the person. Practice this. It's less direct and therefore less threatening, if done properly, but the person won't be able to avoid taking the clipboard when it's time.

Also, when passing the clipboard, the canvasser should hold the short edge of the clipboard cradled in the palm of the hand and supported on either side by the thumb and fingers. This is so the potential participant doesn't immediately start reading what's being passed. Allowing this to occur increases the likelihood that the person will refuse to take the clipboard and, ultimately, to decline to participate in the campaign.

The initial response of anyone you'll meet on the street or in some other public place will likely be that they don't want to be bothered. Stick to the rap and keep talking. Again, ASSUME SUPPORT. If the respondent says "no" three times during the course of this interaction, thank him/her and move on.

If a respondent is adamantly opposed to the project from the outset (and clearly so), don't waste time. Thank the person for their time, wish them a good day, and move on.

Always leave each person with a good impression. Remember that folks see you before they see Leonard Peltier and the facts of his case. Ignore negative comments, keep a smile on your face, and always leave those you meet with a good impression. Based on this positive interaction, the person may actually reconsider his/her position on the issue or decide to learn more about the issue. This may lead, ultimately, to his/her participation in the campaign for Leonard Peltier's freedom.

Your Rap and the Process

Find someone to partner with and practice the below rap. Your object is to "own" the rap, so that you don't sound like your reciting text. Feel free to use language you're more comfortable with, but include ALL of the sections below as they are critical talking points and key to motivating the people you meet to participate in the campaign. Controlling the conversation means you say all that needs to be said. Don't rush, but also provide few opportunities for the person you're addressing to talk or engage you in conversation.

"Hi. My name is _____. I'm a volunteer with the Peltier freedom campaign. We're a big group of folks worldwide fighting for the freedom of an innocent man. Here, take a look."

Hand the clipboard to the person. This is a critical part of the process. Failure to get a person to take the clipboard may mean you won't be able to motivate him/her to get involved. They'll be tempted to read the material on your clipboard. Get their attention. Re-establish eye contact. You can do that by tapping on the clipboard or keeping your hand on the clipboard as you stoop a bit and look up at the person's eyes. Sometimes, it may be necessary to politely ask that the person look at you so that you can explain the purpose of the campaign. When you have re-established eye contact, continue.

"The courts have found compelling evidence that prosecutors knowingly violated the Constitution and manipulated our justice system to achieve the conviction and imprisonment of Native American activist Leonard Peltier. They haven't done anything about the situation though, and Peltier has been in prison for 34 years now. That's a big problem, right?"

Any time you ask a question, it should be a rhetorical question, i.e., you're not really wanting an answer.

TIP: Lower your tone a bit at the end of a question. Exercise: Speak the question, “That’s a big problem, right?” Now, say the following sentence. “That’s a big problem, darn it.” Do you hear the difference in your tone? This is the tone you will aim for when posing questions during your rap. Also always ASSUME SUPPORT. All you expect or even want is affirmation or a level of agreement—a simple “yes” or the nod of the head. Once you have that, move on quickly.

“The solution is simple. Attorney General Eric Holder says justice is for everybody and when there’s been official misconduct, it’s his job to do the right thing. He has the power to conduct an Executive Review of the Peltier case, so that’s what we’re asking him to do. You can get behind that, right?”

Again, all that is sought is level of agreement. ASSUME SUPPORT. As soon as someone says “yes” or indicates by his/her body language that you have agreement, move on quickly.

“Great. Folks in the community are joining us in sending a message to Holder. Just fill out this sheet. I need your name, address, and e-mail. Here’s my pen.”

The respondent may ask if it’s a petition. You can tell him/her that this is correct.

Respondents may be reluctant to participate without knowing more about the case. Show them the flyer attached to the back of your clipboard, if needed.

Engage in conversation while the person fills out the log. Show interest in him/her as a person. You also can talk a bit more about Leonard’s situation. Instead of the facts of the case, we recommend that you talk about his health, art and humanitarian achievements. Mention his awards and that Leonard has been nominated for the Nobel Peace Prize for six consecutive years. Humanize Leonard in the eyes of the person you’re addressing.

When the person finishes completing the log, exchange the campaign sign for the log and pen.

“Great! Now for the fun part. If you’ll hold this sign, I’ll take your photo. We’d like to not only tell Holder, but show him.”

If the person seems unwilling to be photographed, show him/her your sample mailer and say that thousands of the mailers have been collected. Take the photo. Make sure that the participant’s face and the sign are visible in the photograph. If a person is very nervous about having his/her photograph taken, suggest a profile shot. Have the person turn to his/her right or left while still holding the sign and take the photo.

“Fantastic. Thank you so much. By the way, most folks are contributing \$1 today to go towards Peltier’s legal defense fund. I can take cash or a check.”

It’s hard to ask for money, often, but ASSUME SUPPORT. If the person hesitates...

“Change for change, you know?”

If the person hesitates still...

“Hey, no amount is too small for the sake of justice, don’t you agree?”

These, again, are rhetorical questions. Mind your tone and ASSUME SUPPORT.

If you accept a check, the check should be made payable to the “LP-DOC”. Write ZOOM on the Memo line.

Some people will insist that they only donate online. This most often is a way for them to get out of donating.

“You can donate at the Committee’s Web site, if you like, but we prefer to take your donation now so that the Committee will know how much money we’ve raised here in our area.”

If the participant insists on donating online, give him/her a blank receipt. The receipt includes the Committee's Web site address. Tell him/her to look for the donate button on the home page.

If you receive a donation—large or small, cash or check—ALWAYS fill out a receipt. Just write the person's name and the date... No need to fill in the rest of the information except the amount donated. People may decline a receipt. Tell them you have to follow procedure. Hand them the receipt and thank them for all their support. In this way, you'll be providing them with the Web site address of the Committee and other support organizations and the means by which to research the Peltier case further.

IMPORTANT: If you're questioned about tax-deductible contributions, you can let people know that the LP-DOC is a North Dakota nonprofit corporation and its application for federal 501(c)(3) status is pending.

We hope this material will be useful.

Questions?

For questions and technical assistance, please don't hesitate to contact us. The campaign e-mail address is zoom@whoisleonardpeltier.info.