



Local Organizers Guide

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Summary

Wall Street reform is the major issue before Congress in April and early May. Wall Street lobbyists are spending \$1,000,000 per member of Congress (\$1,400,000 per day) to prevent meaningful reform. It is critical that Senators hear as clearly and early as possible that their constituents want meaningful reform. This is just the beginning of our Clean Up Wall Street and K Street Campaign.

Goals

1. Create powerful joint frame: Money in Politics AND Wall Street reform.
2. Short term: Strengthen and pass Financial Reform Bill in US Senate.
3. Strengthen Coffee Local Groups to prep for Money in Politics campaign.
4. Educate public about corrupting relationship of Wall Street and K Street.
5. Empower Coffee Party members to be active consumers and citizens.

General Guidelines for Action

1. Action ideas below can be mixed and matched, as locally appropriate.
2. Generally, you want your group to meet at least 30-60 minutes prior to any action in a location short walking distance from where the action will take place. The more complex the action, the more time you'll need.
3. Scout ahead if necessary. Make sure everything is easily walk-able and that you factor in travel, parking meters, etc. Make it easy!
4. Organize team huddle. Make sure everyone is introduced, says why they're there, understands plan, roles, timing, internal communication.
5. Do not trespass, break laws, or get arrested as a representative of Coffee Party. This is not a civil disobedience action. If you are asked to leave, or stand beyond a property line, please do so respectfully.

Menu of Actions

1. **TAKE ACTION: AMERICANS FOR FINANCIAL REFORM.** The major coalition of 250 groups (includes AARP, etc) organizing lobbying efforts at national and local level. Visit www.OurFinancialSecurity.org. Actions will include phone banking, local lobby days, rallies, etc. **Wear Coffee Party t-shirts and bring Coffee Party Signs to identify your group!**
2. **TELL US YOUR STORIES!!!** We want to hear stories from small business owners who've been denied loans, people who've lost homes, and other examples where American families have found themselves with the short end of the stick due to selfish banking practices. If you have a story to tell, please let us know. Write to Annabel@CoffeePartyUSA.com. We can help get your story out by filming you for our [YouTube Channel](#) and/or media events.
3. **COFFEE WITH BANKERS:** In a civil and respectful way, we want to ask bank managers two sets of questions and deliver two messages to headquarters:

Questions

- **Small business:** How many businesses apply at this branch for loans and how many are approved? How do you determine whether to make a loan? What are you doing about the credit crunch for small businesses?
- **Homes:** What are you doing to help homeowners keep their homes? Is there more we can do?

Messages

- **Stop lobbying against reform:** Please relay to your headquarters that your customers, shareholders, and stockholders want you to stop lobbying against financial reform.
- **Help revive our economy:** Please relay to your headquarters that your customers, shareholders, and stockholders would like you to do more to help small businesses grow so they can create jobs, and do more to assist homeowners facing foreclosure.

4. **ADD YOUR VOICE (AND BEAUTIFUL FACES) TO OUR [FLICKR PAGE](#).** Our aim is to create public visibility, generate photos for our [Flickr page](#), and draw attention to our issues by gathering small groups to hold up signs outside branches of "too-big-to-fail" banks. Please take photos with bank's logo in background and send to: Photos@CoffeePartyUSA.com.
Examples for signs:
 - **Main Street Cleaning Up Wall Street**
(instead of Main St., feel free to name a prominent street in your town)
 - **Dear Too-Big-To-Fail and Recently-Bailed-Out Bank, please don't block Wall Street reform. Signed, Your Customers**
 - **We bailed you out, now support small businesses with loans**
5. **SENATE OFFICE VISIT:** After taking your photos, visit your local Senate office and deliver your signs, plus handwritten letters, photos, and a message to your local Senate office. You do not need to make an appointment to do this, but it's ideal if you want to be sure you can talk with a senior staffer when you drop in.
6. **MOVE YOUR MONEY:** A campaign to move bank deposits out of "too-big-to-fail" banks into local banks and credit unions. Helpful resource to find a quality community institution near you.
<http://moveyourmoney.info/>
7. **CONTACT YOUR SENATORS:** Call your Senate Offices, Write handwritten letters and send photos of your group holding signs. Call the Senate Switchboard: (202) 224-3121. Look your Senators up online to find their fax and Washington DC mailing addresses.

We may not have billions of dollars. We may not have our own news channel. But we are the voters, and we also have a voice. Now is the time use our voice as Americans.