



## 10 Ways to contribute to ONE

- 1. Sign the ONE Declaration.** Join the ONE Campaign by signing your name to the Declaration or going to ONE.org. From there, you will be notified of updates and urgent actions in which you can take part.
- 2. Involve your friends and family.** Now that you're a ONE member, tell your friends and family about ONE and why they should get involved. Make copies of the ONE Declaration and encourage them to sign up. You can continually update them on what you're doing with ONE and encourage them to join in.
- 3. Start or Join a ONE Group in your community.** Throughout the country, ONE groups are popping up in communities from Bismarck, North Dakota to Los Angeles, California. These groups bring together people who want to volunteer for ONE and get their community involved. Join an existing group or start your own.
- 4. Build the ONE presence in your area.** Now that you have your friends and family involved and are part of a ONE group, look for ways that you can take the ONE message out into the larger community. Perhaps you could reach out to your local church or college campus. Also, look for community events like farmer's markets, festivals, and local concerts to set up a ONE table at and get people signed up for ONE.
- 5. Attend or Organize a ONE event.** Events are a great way to bring people together to learn more about ONE issues and advocate on their behalf. If there are events in your community, go check them out – you can learn more, meet other ONE supporters, and get more involved in the campaign. If there aren't any events planned in your community, work with your ONE group or your friends and family to organize an event – perhaps a movie night, an event with a speaker, or book club to get started.
- 6. Write a Letter to the Editor:** Write a letter to your local newspaper about the ONE campaign. ONE can help you with crafting your letter. These letters can let people in your community know about ONE.
- 7. Send a letter or make a call to a Member of Congress.** By being on the ONE list, you will know up-to-date information of when is the best time to send a letter or make a call to Congress either via our online tools or by printing out the sample letter and writing your own letter and sending it to your Member of Congress. You can find your Member of Congress's information at [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov).
- 8. Organize a letter writing or call-in to Member of Congress.** While ONE person making a call to Congress is a great way to let your Member of Congress know that you care about global poverty and AIDS, getting everyone you know to do the same is even more powerful. Organize a call-in or letter writing campaign in your community to demonstrate ONE's presence.
- 9. Organize a Meeting with Member of Congress.** Setting up a meeting with a Member of Congress or their staff is the most effective way to let your representatives know that their constituents are concerned about extreme global poverty and AIDS and want them to do more. There are tools to help you schedule and conduct a meeting at ONE.org.
- 10. Ask candidates questions at forums.** When a candidate for office is in your community, ask them where they stand on global poverty and AIDS. Wear your ONE shirt and let them know that Americans care about ONE's issues and want to know where they stand. While one person going and asking questions is great, taking five of your friends or your local ONE group to an event with candidates present gives them an even stronger message that they should pay attention to ONE's issues.



## Volunteer Guidelines

Thank you for volunteering for the ONE campaign. As a volunteer, you are ONE's greatest resource to make poverty history. Volunteers are a critical component of the ONE Campaign and our greatest resource in growing our network of supporters.

We have established some guidelines for volunteers, to help guide our network as to what ONE's goals and policies are:

1. While supporting ONE in the community volunteers must always clearly identify themselves as a volunteer for ONE and not official representatives of the campaign.
2. Unfortunately ONE cannot reimburse volunteers for expenses that they incurred while supporting ONE in their community, UNLESS it was pre-approved by the ONE Team.
3. Volunteers should work directly with the field organizer to develop plans and projects in their community as well as report back on progress.
4. The primary focus of a volunteer's effort should be advocacy, education, and outreach as a means to enlist new supporters and potential volunteers.
5. Volunteers should not work to collect money for ONE. If you want to host community event, consider the possibility of hosting an awareness/education event in their community. If you are not sure what this means, talk to your field organizer and s/he can help you with ideas.
6. In the fundraising efforts of another group, church, etc., ONE cannot be listed as a host or sponsor of the event. However, ONE can have a presence at specific community fundraising events when there is a focus on HIV/AIDS, extreme poverty, etc. An example would be a ONE table at a Community AIDS Walk and ONE volunteers setting up a team to walk. Any questions as to the appropriateness of ONE's participation in a community fundraising event should be directed to the field organizer.
7. If a volunteer is hosting a ONE event in their community and wants to contact/involve the media, all press releases/advisories need to be approved by ONE headquarters via your field organizer. After approval from headquarters, your field organizer will also help you work on talking points for ONE with the media.
8. ONE is a non-partisan organization that works across party lines, left and right together. ONE does not advocate for the elect or defeat of any candidate or party due to both election law and that fighting global AIDS and extreme poverty is something Americans can do together across the usual divides.
9. ONE Concert and Celebrity Outreach are coordinated exclusively by the ONE National Offices with any serious requests from volunteers or supporters being directed to headquarters.
10. Remember to have fun and thank you for all you do for ONE!



## Volunteer Tips for Tabling

*Why table?* Setting up a table at another event is an easy way to educate people on the ONE Campaign and engage them in the fight to make poverty history!

*Where to table?* Conferences, campus and church meetings, street festivals, town carnivals, farmers markets, anywhere you can reach a crowd of people!

### **Before**

1. Work with your Regional Field Organizer to ensure you have all the materials you need (Declarations, postcards, bracelets, banners, etc). You will also need tape, clipboards, and pens. Consider bringing a sheet for the table and a camera to take pictures!
2. Review the ONE one-pagers and fact sheets. Create a 10-second rap for yourself about the ONE Campaign from these materials. Also review the volunteer guidelines and FAQs.
3. Arrive a ½ to one hour before the event starts to set up and get a feel for the facility.

### **Set-Up**

1. Introduce yourselves to the people in charge as well as the other organizations who are tabling. It helps to build relationships if you have any problems or need to take a little break.
2. Look for a table if one is not assigned. If you have a choice, choose the table near the doors so more people see you as you come in.
3. Create a table set-up that is visually appealing. Be creative!

### **Working the crowd**

1. You may have to adapt your efforts to the crowd. There are a lot of people who haven't heard about ONE so you may need to educate them first. This is where your compelling 10-second rap is important. **Get them engaged so they ask for more information and sign the Declaration!** Give out free wristbands to people that sign the Declaration.
3. Our usual sign-up rate is about 5-10% of the crowd. Set that as your goal and don't get discouraged.
4. The FAQs are provided to help you answer questions, but if you can't answer a question, take the person's name and let them know someone will get back to them. As a volunteer, you are not expected to know everything about ONE - it's your passion for the movement that helps build the ONE Campaign and recruit new supporters.
5. **Don't forget to have fun!**

### **After:**

1. Let us know how it went! Send an email to your Field Organizer with your overall impressions, highlights, problems, and any pictures you took. Consider writing a short paragraph for the ONE.org blog to let other members know what you did!
2. Pack-up the signed ONE Declarations and any leftover materials you won't use for a future event. Your Field Organizer will let you know where to send them.



## Standard Answers to Common Questions

*Here are some common questions that ONE volunteers are asked as they raise their voices in the fight against extreme poverty and global disease. Please don't feel it's necessary to memorize these answers verbatim – adapt them into answers you are comfortable giving when you talk to your community. You are most effective if you sound like yourself!*

### Questions about ONE's Mission

#### **What is ONE?**

ONE is a new effort by Americans to rally Americans – ONE by ONE – to fight the emergency of extreme poverty and global disease. ONE is Americans from all walks of life – students, rock-stars, soccer moms, Republicans, Democrats, religious and non-religious – Americans from every walk of life, united as ONE to help make poverty history. ONE believes that allocating an additional ONE percent of the U.S. budget toward providing basic needs like health, education, clean water and food would transform the futures and hopes of an entire generation in the world's poorest countries. ONE also calls for debt cancellation, trade reform and anti-corruption measures in a comprehensive package to help Africa and the poorest nations beat AIDS and extreme poverty.

#### **What does ONE aim to do/change?**

ONE aims to help Americans raise their voices as ONE against the emergency of extreme poverty and global disease so that decision makers will do more to save millions of lives in the poorest countries.

#### **Does ONE work on domestic concerns? Or, only international issues? Shouldn't we help our own people first?**

ONE partner organizations are at the forefront of fighting poverty and disease – both at home and abroad. ONE is honored to be associated with their work and supports their efforts. With so many organizations working on poverty issues at home, these same partners thought it was important to start a movement to educate Americans on international hunger and poverty issues – which is how ONE came into being.

There is a humanitarian emergency in Africa and the world's poorest countries that is unlike anything we have seen in the United States in 100 years. People are dying from preventable and treatable diseases like malaria and TB – diseases that we eradicated in the United States almost half a century ago. ONE members advocate for addressing this crisis of extreme poverty and global disease worldwide through effective, poverty-focused development assistance.

Development assistance reflects the best American tradition of helping others help themselves. In dollars spent, the United States contributes more than any other donor country. However, we spend just 0.17% of our national wealth on aid, the lowest proportionally among all donor nations except Greece. Foreign assistance matters because poverty in the developing world is a serious global security threat: it breeds hopelessness and desperation and encourages the spread of radicalism. Americans have an opportunity to lead the world in saving millions of lives and building a better, safer world. Giving our fair share to address extreme poverty is a sound investment in our domestic security.

#### **Why ONE percent? Do you advocate for aid to specific places, or do you just want a ONE percent increase?**

Americans have always been a generous people – just look at the outpouring of support for the victims of the tsunami. Surveys show people think that more than 15% of the federal budget is marked for fighting extreme poverty and global disease around the world and are surprised to learn the actual number is less than ONE percent.

By directing an additional ONE percent of the U.S. budget toward providing the most basic needs – and fighting the corruption that wastes precious resources – we can help transform the futures and hopes of an entire generation in the poorest countries. If the U.S. were to devote an additional ONE percent – one cent more for every dollar spent by the federal government—to helping the world's poorest people help themselves, America would demonstrate a commitment to the Millennium Goals, an internationally agreed upon effort to halve global poverty by 2015.

One percent is not merely a number on a balance sheet. One percent is the girl who gets to go to school, thanks to you. One percent is the AIDS patient who gets her medicine. One percent is the African entrepreneur who can start a small family business. One percent is not redecorating presidential palaces or money flowing down a hole. This one percent is digging waterholes to provide clean water. One percent is a new partnership with Africa and the world's poorest countries, where increased assistance flows toward improved governance and initiatives with proven track records.

With an additional ONE percent of our budget we can help prevent 10 million children from becoming AIDS orphans; We can help get 104 million children into grade school; We can help provide water to almost 900 million people around the globe; We can save almost 6.5 million children under 5 from dying of diseases that could be prevented with low-cost measures like vaccination or a well for clean water. America gives less than one percent now. We're asking for an extra one percent to change the world, to transform millions of lives—but not just that – to also transform the way the world sees us. One percent is national security, enlightened economic self interest, and a better safer world for us all.

ONE percent of the U.S. budget is approximately \$25 billion, and redirecting that much more money will take time. Directed to honest governments, private charities and faith based organizations, this support would provide the tools and resources they need to really make a difference.

**So, are you asking for a ONE percent tax increase? With so many competing priorities (social security, Medicare, Iraq) do we have the resources to do this?**

We are asking our elected officials to increase the percentage of the United States budget that is spent providing basic needs like health, education, clean water and food that would transform the futures and hopes of an entire generation in the world's poorest countries. ONE also calls for debt cancellation, trade reform and anti-corruption measures in a comprehensive package to help the poorest nations beat extreme poverty and global disease. Where and how that money is found within the budget is up to elected officials, and this does not necessarily mean an increase in the budget. For example, in the FY08 budget, the money allocated for humanitarian aid was increased by \$2 billion from the FY07 budget. They made this increase by looking at different government spending patterns and analyzing which programs had not spent all the money they asked for in the previous year to effective humanitarian aid programs where the money would be used to save lives.

**Why is this the United States' responsibility? What are other countries doing?**

Just as ONE is a coalition of partners in the United States, ONE part of the Global Call to Action Against Poverty ([www.whiteband.org](http://www.whiteband.org)). These groups work together around the world to make poverty history.

**How does ONE link to international agreements to fight poverty? Does the money going overseas some only from the United States government and American tax payers?**

ONE links directly to the international effort to achieve the Millennium Development Goals – which is an internationally agreed upon framework to halve extreme poverty by 2015. ONE percent more of the US federal budget would help save millions of lives and be a major step towards meeting the commitment that the United States made when we signed onto the Millennium Development Goals.

In addition to the Millennium Development Goals, in July 2005, the Group of Eight (G8) industrialized nations met in Gleneagles, Scotland to discuss the major social, political and economic conditions that

contribute to poverty. After pressure from ONE members and other volunteers from GCAP organizations around the globe, the G8 leaders reached an unprecedented agreement: \$50 billion more a year in international assistance per year by 2010; AIDS drugs to all those who need it, and care for all AIDS orphans; Primary schools for ALL children by 2015; A commitment to protect 85% of vulnerable Africans against malaria; and 100% debt cancellation for 18 of the world's poorest countries. These promises, if kept, are a historic opportunity to fight extreme poverty and global disease and save millions of lives.

As ONE, we'll need to keep up the positive pressure and make sure our elected officials keep the promises we made at Gleneagles and by signing the Millennium Development Goals. In dollars spent, the United States contributes more than any other donor country. However, we spend just 0.17% of our national wealth on aid, the lowest proportionally among all donor nations except Greece. Development assistance reflects the best American tradition of helping others help themselves. Foreign assistance matters because poverty in the developing world is a serious global security threat: it breeds hopelessness and desperation and encourages the spread of radicalism. Americans have an opportunity to lead the world in saving millions of lives and building a better, safer world. Giving our fair share to address extreme poverty is a sound investment in our domestic security.

### **Is fighting poverty part of the War on Terror?**

Effective and ethical international aid is national security, not charity. Poverty in the developing world is a serious global security threat, a fact acknowledged by the U.S. when President Bush included development as a priority area of his National Security Strategy. Much like after World War II, when President Truman and General Marshall took a little of our money to build a world that had more friends and fewer enemies, U.S. assistance to the poorest people in the world is vital to our foreign policy—Americans giving our fair share may just be the best money we ever spent.

### **Haven't we been giving money to Africa for years? Why aren't things better yet? Also, I have heard that some of these programs have unintended negative consequences – is this true?**

ONE believes the value of international assistance depends not just on funding levels, but also on the quality of assistance. In the past, some development assistance has been wasted, been given for the wrong reasons, or has had unintended negative consequences. As a result, many have categorized "aid" as a whole as ineffective. But like any other industry, development strategies have evolved and successful efforts have proven that development assistance can be one of the best investments in the growth and development of impoverished countries. Here are a couple of examples of how effective international assistance has delivered results and these results are in the form of lives saved. In 2002, only 50,000 HIV positive Africans had access to antiretroviral medicines. Today, an additional 2 million people around the world, most in Africa, are receiving treatment thanks to the President's Emergency Plan for AIDS Relief (PEPFAR) and the Global Fund to Fight AIDS, Tuberculosis and Malaria alone. In Nicaragua, the government effectively utilized \$3.5 million in Education for All Fast Track Initiative's Catalytic Funds to send an additional 70,000 six year-olds to school, modernize teacher training facilities, and increase the number of children receiving a daily meal in school from 200,000 in 2004 to 800,000 in 2005.

## Questions about ONE as an Organization

### **How is the money that ONE receives in donations used? Why doesn't ONE just raise money and send it to where it's needed?**

ONE is focused on educating and mobilizing Americans on the issues of extreme poverty and global disease. All of the money ONE receives goes towards this goal. Because there are so many organizations that focus on sending money overseas, ONE's founding partners felt it was important to fill the information gap in the United States with an domestic education campaign on international issues.

## **Are you a lobbying group?**

The definition of lobby is to conduct activities aimed at influencing public officials. ONE members are volunteer citizen advocates who work within their communities to educate others on extreme poverty and global disease and ask their elected officials to do more for the world's poor.

## **I thought one only wanted my voice... how come all of a sudden you're asking for money?**

ONE is not asking for donations as much as we are finally accepting donations because so many of our supporters wanted to give them. The focus of our volunteers is still on educating their communities about the emergency of extreme poverty and global disease.

## **Who is behind ONE?**

ONE is a coalition of millions of Americans and hundreds of non-profit, advocacy and humanitarian organizations. ONE was founded by 11 of America's most well-known and respected aid groups: Bread for the World, CARE, DATA, International Medical Corps, International Rescue Committee, Mercy Corps, Oxfam America, Plan USA, Save the Children US, World Concern, and World Vision.

ONE is supported by Americans from every state of different ages and religions and from all walks of life, including such notable people as: Brad Pitt, Tom Hanks, Pat Robertson, Kate Hudson, Rick Warren, Jamie Foxx, Jars of Clay, Penelope Cruz, Dave Matthews, Salma Hayek, George Clooney, Bill Gates.

## **Why use celebrity spokespersons?**

Everyone does what they can—whether it's getting our issues on TV or wearing the white band. Celebrities get media attention, attention they can uniquely focus on issues which wouldn't get enough attention otherwise – like the AIDS emergency in Africa. Due to the generous cooperation of some of the biggest names in music, movies, politics and religion, ONE is able to reach and mobilize Americans in an unprecedented manner, across all cultural divides.

## **What does the white band mean?**

In all 50 states, Americans are wearing white bands in support of ONE. Over two million Americans and millions of people around the world are wearing the white band, the international symbol of the Global Call to Action Against Poverty. You might be a teacher, doctor or mother. You might wear it to school, church or a concert. Whenever and wherever you wear a ONE white band, you say, without even saying a word, that you want more and better international assistance, debt cancellation and trade reform, and that you want to be part of a movement that is calling for America to join as ONE against this emergency.

## **Why is ONE in my city/state/region?**

ONE is working in communities across the country, creating a nationwide constituency of Americans interested in and knowledgeable about the issues of extreme poverty and global disease. ONE believes that Americans working at the local level can beat extreme poverty and disease globally. From Des Moines to Chicago to Portland, you may have met a ONE organizer in your community, handing out flyers, asking for ONE Declaration signatures and urging you to act locally to create change internationally.

## **Is ONE a partisan coalition?**

ONE is a campaign in which Americans do not have to take a side—there is only ONE side in the fight against extreme poverty and global disease. ONE believes that millions of Americans agree that we can reach across political divides to do something extraordinary, together. It is in the best American tradition of helping others help themselves, as well as in American long term interest, to beat extreme poverty and global disease.

## Questions about Signing the ONE Declaration and Volunteering

### **What happens when I sign up to join the ONE Campaign?**

To join ONE you simply sign the declaration by printing your name, email and zip code. Your email is important since this is big grassroots movement and we need to be able to be in contact with you, but we don't spam or sell it, and we only send out a few emails a month. The emails will keep you posted on the activities of ONE and global poverty issues as well as how you can take action by doing things such as emailing your Senator or calling the President and asking them to lead America in the fight against extreme poverty and global disease.

### **What do ONE volunteers do?**

ONE members educate their communities; hold local events to gain support; and connect with their representatives to discuss issues that effect extreme poverty (for example AIDS, debt, fair trade, primary school education, clean water). This happens on campuses, in faith communities, schools, at concerts, in townhall meetings, anywhere people want to get the word out about ONE.

### **Can ONE person really make a difference?**

More than two million people have signed the ONE Declaration – and all have signed as a direct result of being asked by ONE friend, family member, neighbor or colleague. All of us have a tremendous opportunity to take action and influence those closest to us by learning and talking about these issues. From Dr. King to Nelson Mandela, history shows us that big changes can start with small actions. Together as ONE, we can start to make poverty history. ONE and the groups behind it have already campaigned effectively to increase assistance against AIDS and also won victories against the massive debts of the poorest countries. We are gaining momentum all the time, and helping save lives and rebuild futures in Africa and around the world with every victory.

### **What successes has ONE had?**

ONE members are already delivering results for the world's poor and saving lives. Here are three examples from 2007 alone. In February 2007, members of the ONE Campaign sent over 200,000 letters encouraging Congress to protect \$1 billion in funding for the fight against extreme poverty and global disease. In response, Congress committed to a \$1.45 billion increase for 2007. This funding means over 350,000 people will receive lifesaving AIDS medicines, over one million anti-malaria bed nets will be distributed, and over 120,000 people will receive treatment for tuberculosis. In March 2007, thousands of ONE supporters across the U.S. called their senators and asked them to support the Smith-Dodd amendment that fully restored a \$2.2 billion cut to the International Affairs budget, which houses most of the funding America commits to alleviating global poverty (The amendment passed on March 23, 2007.) Finally, in October 2007, ONE members sent more than 48,000 letters and made 4,200 calls to their members of Congress urging them to support the Jubilee Act. In cooperation with ONE partner, Jubilee USA, these actions by ONE members resulted in 27 more co-sponsors in the House bill, and the Senate not only introduced a companion bill, but 10 key senators signed on to cosponsor it.

### **Aren't you duplicating efforts of other organizations?**

ONE is a coalition of 2.4 million people and over 100 non-profit, advocacy and humanitarian organizations. ONE was founded by 11 of America's most well-known and respected aid groups: Bread for the World, CARE, DATA, International Medical Corps, International Rescue Committee, Mercy Corps, Oxfam America, Plan USA, Save the Children US, World Concern, and World Vision. Most of these organizations work in developing countries as their primary focus, and conduct education and advocacy campaigns in the United States as a secondary goal. ONE focuses on education and advocacy, ONLY.



## Online Tools

### How to Make the Most of the Internet in the Fight Against Poverty

*"They have the internet on computers now?" – Homer Simpson*

*It's everywhere, Facebook, blogosphere, YouTube, Flickr...*

*We can't escape it, so we might as well embrace it. Here are some helpful hints.*

#### ONE.org/blog

Blog readers are typically highly educated and engaged citizens who represent an increasing percentage of social action leaders across the world. The ONE Blog, which receives roughly 300,000 page views a month, is the most highly read poverty-focused blog on the Internet. The majority of these readers are ONE members and staff, partner organization staff and members, and other active and influential anti-poverty advocates.

**Blog posts should tell people about your successes.** This could be an event (upcoming or completed), a lobby meeting, a trip to a developing country, or an interaction with an important person (like a presidential candidate).

#### Tips on getting your blog published:

- **Be Conversational** – All blog posts must be written in the first person. The best ones often read like someone writing a good, clever email to his or her friends.
- **Keep It Short** – Most ONE Blog posts are 300 words or less.
- **Be Direct** – Most blog readers decide if an entry is worth reading in the first few seconds. Think through the main message that you want a reader to take away from your post - and make sure it comes across in the first couple of sentences of the piece.
- **Submit A Photo or Video** – Images make text easier to look at and more interesting to read. Include a photo of yourself and/or what you are describing. The best photos include people *in action* and will also include, where possible, something ONE branded like a wristband, the logo, a t-shirt, etc. Submit high resolution photos when possible.
- **Use Links** – Including links allows you to keep your post brief - while still providing more information for interested readers. Also, links to online sources for facts in your posts can help to legitimize your point.
- **Make It Timely** – Whenever possible, send in a post about an event or action before or while it is occurring. Blog readers don't want to read about what happened last week or even yesterday. Additionally, if a blog reader learns of your event before it happens, they may want to attend.
- **Have Fun** – If you have fun writing your post, readers will have fun reading your post.
- **Reply to Comments** – ONE Blog readers will comment on your post in the comment thread section. By coming online and replying to readers' questions or comments you can clear up any reader confusion and even recruit new members to your organization.
- **Proofread** – Yes, you think this would be obvious, but... After you write your blog, wait an hour and then look at it again like your 11<sup>th</sup> grade English teacher would. ONE gets a lot of blog submissions and we are more likely to post those we don't have to edit.

#### Blog posts cannot:

- Contain profanities
- Be partisan
- Be too dull ☹️
- Contain inaccurate facts

*Submit your blog posts to your Regional Field Organizer and they will read it, possibly make suggestions to increase your chance of posting, and then submit it to the blog master.*

#### ONE.org Events Page

ONE has an events page where you can post upcoming events, meetings, rallies, etc. to tell other ONE members in your area what you are planning and invite them to join you.

Go to ONE.org → Take Action → Find an Event Near You

#### On the events page you can:

- Invite people to your event
- Track who is coming
- Email attendees with information

To create an event you will need to create a user ID and log in. Then you just follow the directions to create your events. It's very easy!

## ONE Groups

You can join a ONE group near you to stay connected to other ONE members in your area. You can find a list of local ONE groups at [ONE.org/grouplist](http://ONE.org/grouplist). If a group does not exist near you, you can start ONE in your community!

## Facebook/MySpace

Use social networking sites to tell your friends about why you are a ONE member and ask them to go to ONE.org and sign the Declaration.

MySpace – ONE has an official profile on MySpace with more than 10,000 friends! Add it as a friend and put it in your “Top Friends”. Add a ONE logo to your profile (available at ONE.org). Join or create a page for your local ONE chapter. Don’t forget to use MySpace to tell your networks about ONE actions and upcoming events!

Facebook – ONE has two applications available on Facebook – the ONE application and the ONE Campus Challenge application. Add them to your profile to get up-to-date information about the Campaign, and use them to invite your friends to join ONE. Don’t forget to use Facebook to tell your networks about ONE actions and upcoming events!

## Flickr

You can share your photos with other ONE members on the official ONE Members Flickr page.

### Instructions to Upload Photos to Flickr

- Log into your personal Flickr account (sign up for an account at <http://www.flickr.com> if you don't have one already.)
- Go to the ONE Campaign Volunteers Group at: <http://www.flickr.com/groups/506151@N25/>
- Join the group.
- Go back to 'Home'.
- Upload your photos.
- Fill in the description box for each photo and add keywords as 'tags.'
- 'Send' each photo to the ONE Campaign Volunteers Group

**Remember:** The best photos include people *in action* and will also include, where possible, something ONE branded (a wristband, the logo, a t-shirt, etc.). Submit high resolution photos when possible.

## YouTube

You can share your videos with ONE on the official ONE Members YouTube page.

### Instructions to Upload Video to YouTube

- Log into your YouTube account (sign up for an account at <http://www.youtube.com> if you don't have one already.)
- Go to <http://www.youtube.com/group/onemembers>. You won't be able to see this link if you don't log in first.
- Join the group.
- Go back to your account page and upload your video. Make sure to provide a description with your video.
- Once fully uploaded, add the video to the ONEMembers group.

Please note, there are separate groups for:

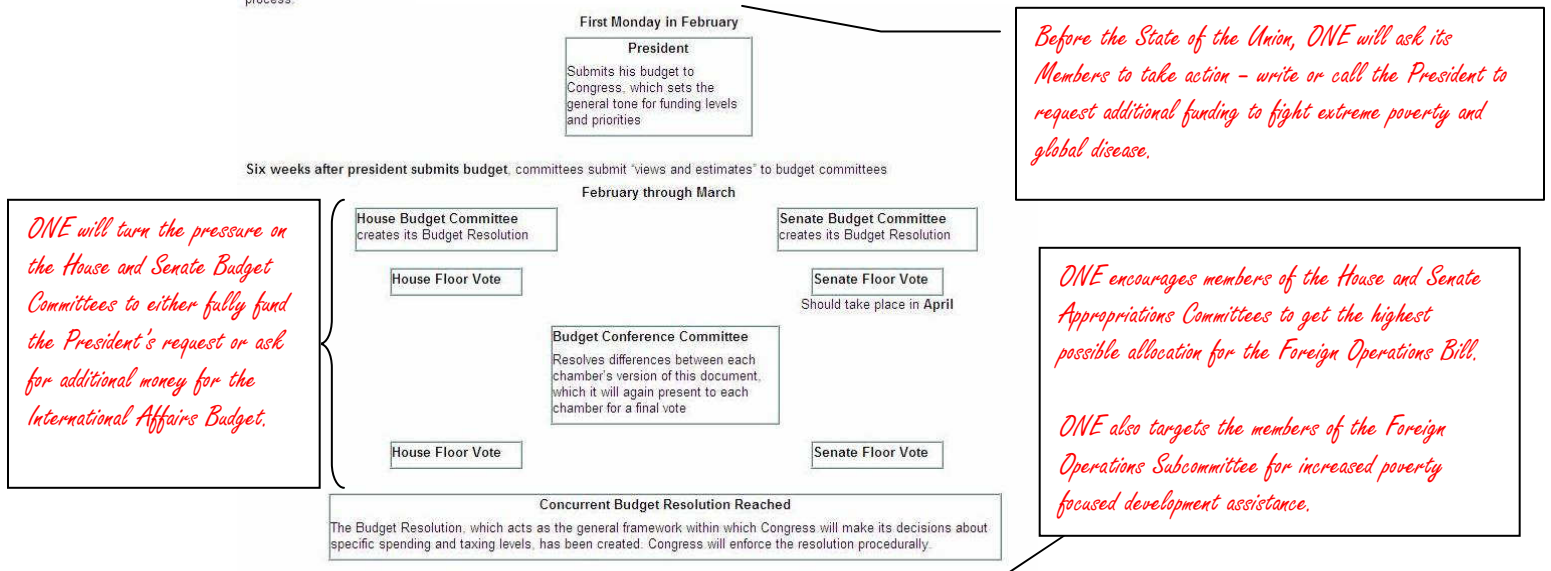
ONE Campus Challenge (<http://www.youtube.com/group/ONECampusChallenge>) and ONE VOTE '08 (<http://www.youtube.com/group/onevote08>).



# The Federal Budget Process Or Why Josh Peck Emails You So Much

The federal budget process is to most people, boring, and to everyone, complicated. It is also very important. This handout should provide you with a brief description of how spending decisions are made, approximately when they are made, and how ONE members can best affect the process and help make poverty history.

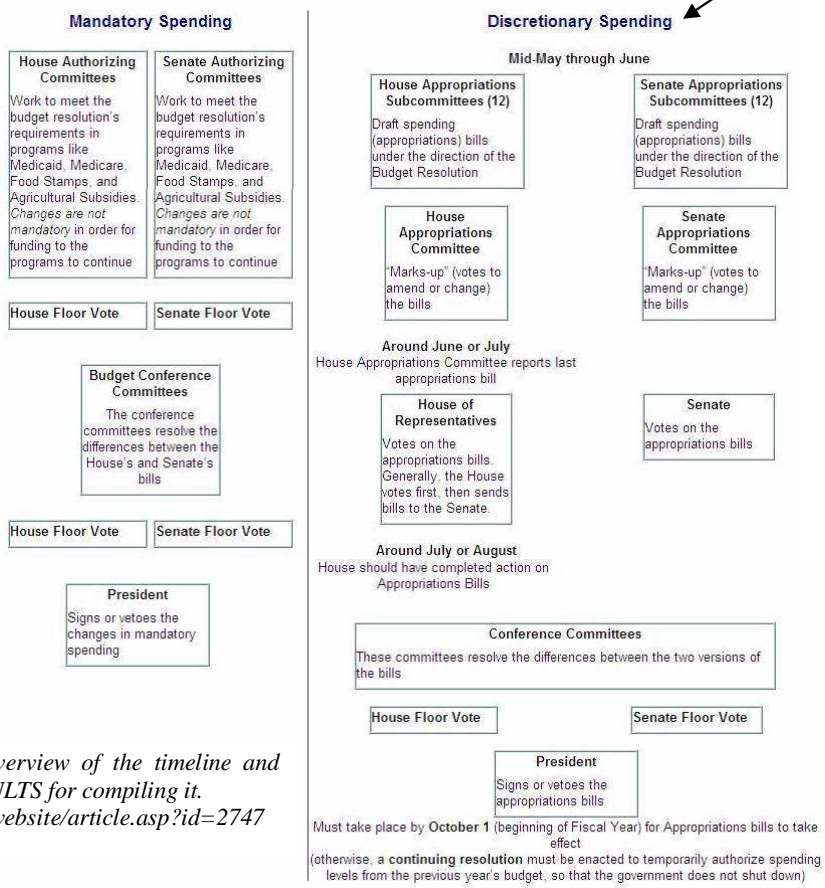
The Federal Budget Process process:



Before the State of the Union, ONE will ask its Members to take action - write or call the President to request additional funding to fight extreme poverty and global disease.

ONE will turn the pressure on the House and Senate Budget Committees to either fully fund the President's request or ask for additional money for the International Affairs Budget.

ONE encourages members of the House and Senate Appropriations Committees to get the highest possible allocation for the Foreign Operations Bill. ONE also targets the members of the Foreign Operations Subcommittee for increased poverty focused development assistance.



ONE will not only advocate for a higher ceiling for poverty focused development assistance, but also specific bi-partisan legislation that focuses on meeting the Millennium Development Goals. Through these efforts, ONE can influence not only how much is spent, but how and where it is spent.

After legislation is introduced to Congress, it is assigned to a committee. Many bills "die" in committee because they don't have enough support. The more co-sponsors (supporters) a bill has, the more likely it will leave committee and get a floor vote. ONE will suggest you ask your Senators and Representatives to both co-sponsor specific bills and support them "on the floor" when all members get to vote on a bill.

To find out where a specific bill is in the process, you can go to [www.thomas.gov](http://www.thomas.gov) and search for the bill by name or number and see if the bill is still in committee and if your Senator or Congressman has co-sponsored the bill.

This is a very brief overview of the timeline and process, thanks to RESULTS for compiling it. <http://www.results.org/website/article.asp?id=2747>



## The Next President of the U.S. Could Be the Leader in the Fight Against Global Poverty

*The next President could feasibly be in office in 2015, which coincides with the timeline for meeting the Millennium Development Goals to halve the number of people living in extreme poverty. S/he he could be a leader in the global fight against poverty. In order to make this happen, we need to demonstrate that there are a growing and visible number of Americans who care about extreme poverty and global disease.*

### Five Free Ways to get Presidential Candidates to Listen to You

- 1. Ask candidates** what kind of leadership they will provide on global poverty when they make public appearances. You could ask questions directly or submit them via a media or organizational host, depending on the format of the forum.
- 2. Organize a group of ONE members** in ONE t-shirts for a big rally or local forum. Try to stand near the front and in the line of television cameras.
- 3. Ask candidates to wear the ONE wrist band.** At candidate events, there is almost always a handshake line. The handshake line is a chance to ask a question and to ask the candidate to put on a ONE Campaign wristband. This is very doable. (See the [www.one.org](http://www.one.org) blog where volunteers have gotten candidates to put on ONE white bands)
- 4. Get a photo.** Politicians like posed photographs. Getting a photo of you and/or your group in ONE t-shirts with candidates is a good way to ask a question and extend a discussion.
- 5. Have your 1-2 talking points for reporters in case you're asked questions.** Let them know that a determining factor in whom your vote goes to depends on a candidate's proposal to fight extreme global poverty and help make it a better, safer world for all.

### Sample Questions for Candidates

"At a time when America needs more friends and fewer enemies in the world, I think we could and should do even more to help save lives in Africa and the world's poorest countries. What would you do as President to help fight extreme poverty and global disease in the world's poorest countries?"

"Poverty in the developing world is a serious global security threat, a fact acknowledged when President Bush included development as a priority area of his National Security Strategy. What would you do as President to help fight extreme poverty and global disease in the world's poorest countries?"

"After World War II, President Truman and General Marshall took a little of America's money to build a world that had more friends and fewer enemies. That still rings true today and I think that U.S. assistance to the poorest people in the world is vital to our foreign policy. What would you do as President to help fight extreme poverty and global disease in the world's poorest countries?"

"Today, 77 million children in the world's poorest countries, many of them girls, don't have the chance to go to school and get even a primary school education. As Americans, we know that education is the key to opportunity and a hopeful future. As President, what would you do to help fight global poverty through education?"

"More than 6 million people, many of them children, die each year of TB, malaria and HIV/AIDS— for lack of drugs any American could get at a local drug store. What would you do as President to help fight extreme poverty and global disease in the world's poorest countries?"

"Over one billion of the world's poorest people lack access to a basic supply of clean water today, even though a well provides clean, safe drinking water for 20 years for only \$20 a person. What would you do as President to help fight extreme poverty and global disease in the world's poorest countries?"

**Remember:** *The voice of the ONE Campaign is always positive, respectful, and hopeful. It produces results and makes the hope contagious. Also, the ONE Campaign is nonpartisan and does not endorse any single candidate.*

**[www.one.org](http://www.one.org)**

Contact your local organizer, Annisa Wanat ([annisa@one.org](mailto:annisa@one.org)) for more information.



# How to Write Your Member of Congress

## Step-by-Step Instructions

*Writing a letter to your Congressman or Senator is a great way to let them know what issues you care about. Some elected officials estimate that if one person takes the time to write a letter, it means that there are 30 other constituents who also care about the issue. And remember, letters are not only effective for asking your Congressman to take a position on an issue. Your mom was right, a thank you can also go a long way.*

### Who Are Your Elected Officials?

The first step is to figure out who represents you in the Senate and House of Representatives. You can do this by visiting either [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov) and entering your city, state or zip code. Through your elected official's website, you can find out where they have district offices and which location is most convenient for you. Their websites are also a great place to find out where they stand on the issues.

### Where to Send the Letter?

You will find several addresses on your Congressman's website, both in Washington, D.C. and in your state. Due to increased security in Congressional offices in Washington, D.C., mail is sent to be checked first, a process that sometimes takes up to a month. For this reason, you would either fax the letter to the D.C. office or send it to the local office via snail mail. Avoid using email because it can take months for legislative assistants to get through all the email they receive and it may be too late by then.

### What to Include in the Letter?

- Make the letter unique and personal—use examples from your experience. Use the EPIC Format
  - E for Engage your Audience – get the reader's attention. Example: According to the World Bank, more than 1 billion people live on less than \$1 a day.
  - P for State the Problem – present your case. Example: Every three seconds, a child dies from a preventable disease.
  - I for Informing about Solutions. Example: By increasing the amount of money we spend on humanitarian aid, we can save lives.
  - C for Call to Action. Please support and increase in the 2009 International Affairs Budget.
- Be sure to mention that you are not only a constituent but that you are also a member of ONE.
- Make sure to include your full name and your address (so they know you are their constituent).
- When writing your Senators, make sure to include the Senate Bill Number\* (4-digit number that starts with an "S" – for Senate). When writing your Representative in the House, include the House Bill Number\* (4-digit number that starts with "HR" – for House of Representatives). You can find this information at [thomas.loc.gov](http://thomas.loc.gov).

Handwritten letters are the most effective, but not all of us like our handwriting. If you are going to type the letter, be sure to sign to include an original signature. If you are including letter writing as an activity at a ONE event, avoid having pre-typed letters where people just fill in their name and address and sign the letter.

### SAMPLE LETTER

Dear Senator/Congressman \_\_\_\_\_,

As a constituent and a member of the ONE Campaign, I write to urge you to co-sponsor the Education for All Act (S 1257/HR 2092). As a teacher, I have seen how education can improve the growth of a child and how the lack of education impedes the development of a child. Unfortunately, many countries in the world do not have the resources necessary to provide a basic education to their children. Many do not have the infrastructure to train teachers, build schools or provide updated learning materials.

If passed, the Education for All Act would help children around the world gain access to the basic education that they need to help bring them out of poverty. As a co-sponsor to the bill, you will help solidify the U.S. commitment to achieving the second UN Millennium Development goal: Achieve universal primary school education. Thank you for your time and consideration.

Sincerely,  
(Full Name, Address)



## Tips for Getting Letters to the Editor Published

*Letters to the Editor (LTEs) are a great way to educate your communities and your elected officials on the issues of extreme poverty. Congressmen will read the LTEs in their hometown papers before they read the national or local news as a way to get a feel for which issues their constituents care about.*

1. Focus on your local papers. You know those newspapers and their readers best, so you can write a more persuasive LTE for that particular audience. Papers prefer letters from their main circulation area. The exceptions tend to be large national papers like "The LA Times" and the "The New York Times" and the "Washington Post" which will accept LTEs from a much larger area.
2. Make sure to check on the newspaper's website to see if they have specific guidelines for submitting LTEs other than the ones mentioned below—Some may prefer you submit by e-mail, some may prefer through their website. Some may prefer a 150 word count, others 250, etc.
3. Include your full contact information. Include your name, address, telephone number(s), and e-mail address in your LTE. If a newspaper likes your LTE, a staff member will generally contact you, to make certain you are the person who actually wrote the letter.
4. Respond quickly and reference the article you are responding to (along with the date it was published). If you want to comment on a news article or an editorial that the paper has published, try to do that within 24 hours. Newspapers will often pick the LTEs to publish from among the first ones that they receive. Sending your LTE by email is generally the fastest way to submit it.
5. Keep the letter short. Papers rarely run letters of more than 250 words. Try to keep your LTE to 150 words or less. (If you want to do a more in-depth analysis, consider writing an op-ed piece, which may be around 600 to 800 words.)
6. Stay on point in your letter. It's best to cover only one major topic in your LTE, with just two or three key pieces of information to support your point of view.
7. Check your grammar and spelling. If your LTE has a lot of typos in it, it reduces your credibility, and the paper is more likely to choose another letter that will be faster and easier for them to prepare for publication. If possible, have a friend proofread and comment on your draft letter.
8. Stress your experience or expertise. If you have specialized knowledge (for example, an advanced university degree) or special experience (such as a veteran discussing military issues, or a parent of school-age children commenting on public education), mention that in your LTE. That lends credibility to your opinion.
9. Do your research. Make certain that your facts are correct. As needed, use Google or another Internet search engine to check the information that you include in your letter.
10. Have a good closing for your letter. Finish the LTE with the idea that you most want readers to remember, such as the broader point that the specific details in your letter illustrate.
11. Don't get discouraged if your letter isn't published. Probably only a small portion of the LTEs that you write will appear in the paper. However, every LTE that you write can have an influence on the editorials that the newspaper staff members themselves write and on which other LTEs they print.
12. Send us your LTEs that get published. Letters that appear in print can serve as a model for other letter writers. When you have a letter published, send us the letter (and the link to it on the paper's website, if possible), so that the ONE campaign can share it with other volunteers.
13. Apply your skills beyond letters to the editor. You can use your writing and analytical skills in a number of ways to help the ONE. Do an op-ed piece (generally 600 to 800 words) for your local paper. Post a comment to a blog or the ONE Blog. Monitor your local radio and TV stations, and contact them and praise them whenever you hear them talk about our issues. Feel free to (politely) criticize incomplete reporting. Call a radio talk show and tell the listeners why you're supporting the ONE Campaign.



# Meeting Your Member of Congress

## Step-by-Step Instructions

*A personal meeting with your member of Congress can be incredibly effective. While Members and staff hear from constituents every day, an in-person meeting enables you to voice your concerns and state your interest in fighting extreme poverty and global disease. Furthermore, visiting a Member offers a unique opportunity to voice your opinions, ask questions, and get immediate feedback.*

### **Who Are Your Elected Officials?**

The first step is to figure out who represents you in the Senate and House of Representatives. You can do this by visiting either [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov) and entering your city, state or zip code. Through your elected official's website, you can find out where they have district offices and which location is most convenient for you. Their websites are also a great place to find out where they stand on the issues.

### **Contact Your Member(s) of Congress (MoC)**

To request a meeting with one or all of your elected officials, call the district office (the number is on their website) and ask for the "scheduler." Tell him/her that you are a group of ONE members who would like to arrange a meeting with the MoC to talk extreme poverty and global disease. The scheduler may ask you to fax your meeting request (see sample meeting request) which should include proposed dates, names of the ONE members attending, contact information for the volunteer arranging the meeting, and why you wish to meet (include bill numbers when possible so the MoC's staff can prepare notes for the MoC).

If you are unable to get a meeting with your elected official(s) or their staff, ask the office for a schedule of the Member's upcoming townhall meetings. Townhall meetings are a chance for Members of Congress to host a forum, meet constituents and hear their concerns. There, you and your group can express your concerns about extreme poverty and global disease.

### **Prepare for your Meeting**

When your meeting is confirmed, please tell your ONE field organizer about the meeting and add it to the ONE events page. If you would like other ONE members in the area to attend, make it a public event and invite other members of your district. ONE can also provide you with talking points for the different bills to be discussed. Once your group is formed, you want to prepare for your meeting.

First, verify if your MoC is a co-sponsor of any piece of legislation that you want to discuss. If he/she is, instead of discussing the details of the bill, you will want to start the meeting by thanking them for their support for that piece of legislation and discuss other bills in more detail. You may also want to print a list of all of the co-sponsors for the bill to leave with the MoC. Check [www.thomas.gov](http://www.thomas.gov) for information on current co-sponsors.

If you are going with a group of people, you will want to have a preparation meeting. This probably won't take very long, but it will give you a chance to meet the other ONE members you will be going with and be better prepared. During the preparatory meeting, go over the talking points and fact sheets as a group. Then decide which specific issues you would like to emphasize at your meeting (you should try to limit the group to three choices) and make sure everyone feels comfortable with the choices. Also use this time to address any questions individual members of your delegation may have about the topics and how you plan to present them to your MoC (see sample meeting agenda). You may want to assign specific roles/topics to those attending and for a large group, choose a spokesperson to lead the meeting.

Generally, you should not have more than five people in attendance. You might want to keep in mind that all attendees do not have to have speaking roles. Lobby visits are a great opportunity for group members to listen and learn from those more experienced. This helps build their confidence for a later meeting.

Try to think of ways to incorporate your personal experience or the MoC's experience into the topics you are discussing. For instance, you can mention that you are a parent when discussing education or children's health. You can also incorporate information into your discussion if you know that the MoC is a parent or was a teacher. Also, be as professional and respectful as possible to ensure you and your issues are taken seriously (see lobby meeting guidelines).

### **Attend Meeting**

If you have taken all of the above steps, you and your group will be fully prepared to meet your MoC. This is your opportunity to let your representative know that constituents in their district care deeply about fighting extreme poverty and global disease. Don't be discouraged if the meeting is very short. The length of a typical meeting is generally 15-30 minutes but some are only a few minutes long. Be prepared to shorten your talking points if your Member of Congress is short on time when you arrive. Try to take a picture of your group with the MoC.

### **Report back to ONE**

After the meeting, let your ONE field organizer know how it went! Please include how many ONE members attended, what staff members from the member's office were present, what you discussed and if the Member of Congress confirmed their support. Also, make sure to send us your photo(s). You can also submit a blog post (less than 200-300 words) to tell other ONE members how your meeting went.

### **Follow Up**

Following your visit, it is not only important to report back to the ONE staff, but you should also follow up with your Member of Congress and his or her staff. A short thank-you note (see sample thank you) goes a long way and reinforces for your Member of Congress the importance of his/her work and indicates what it means to you as a constituent. Give your Member of Congress any updates on the bills you've discussed periodically as they move through the legislative process.

### Sample Meeting Request

Dear [Scheduler's Name]:

I am writing to request a meeting with Congressman XXXXXXX while s/he is in-district during the April recess (April 2-13) to discuss his/her stand on what the U.S. is doing to fight extreme poverty in the developing world. As a member of the ONE campaign – a grassroots organization of more than 2.4 million Americans (including XXXX in STATE district NUMBER), these issues are very important to me and the other ONE members from the district who will be joining me.

I will follow up with you in the next couple days to finalize the meeting – but you can reach me before then at DAYTIME TELEPHONE NUMBER as well as via email (ADDRESS). I look forward to meeting with the Congressman/woman to discuss these very important issues.

Sincerely,  
[Full Name, Address]

### Sample Meeting Agenda

- Introductions: Include who you are and why you are involved in the ONE Campaign.
- What is the ONE Campaign?
- Discuss each piece of legislation
  - Background: include some statistics about the issues you are discussing
  - About the Bill: Who introduced the bill, who are key co-sponsors (either from your state or from their party), what would the bill achieve, why is that important
  - The "Ask": Depending on where the bill is in the legislative process you can ask if your Member of Congress would introduce the bill in Congress, co-sponsor the bill or vote in support of the bill. If you are not sure which you should ask for, contact ONE.
- Closing – reaffirm all of your "asks"
- Thank yous

Lobbying Meeting Guidelines for All Participants

**Present Yourself as a Constituent** – Your most important asset in the eyes of your MoC is that you are his or her constituent. We recommend presenting yourself as a constituent who cares about global poverty. Explain why it matters to you, the work you have done to fight extreme poverty and global disease, and your active involvement in the ONE Campaign.

**Dress Professionally** – A professional appearance will convey respect for your MoC and ensure that you are taken seriously.

**Be on time** – Though this is obvious, make sure everyone in the group knows when and where the meeting is, has directions and arrives 5-10 minutes early. ONE recommends setting a meeting place outside of the office and going in together.

**Follow the Leader** – While everyone who wishes to speak should get an opportunity, for a large group, you will want a leader, to facilitate and coordinate the discussion. This may require advance preparation at the initial group meeting.

**Manage your time** – MoCs maintain very tight schedules. Be aware of how long your meeting is scheduled to last and manage the discussion so you can raise all of your key concerns and leave time for your questions to be answered. Focus on your main points first in case things have to be cut short.

**Respect** – Though we do not always agree with our elected officials on every issue, it is important to use this opportunity to focus on what your Member of Congress can be do to fight extreme poverty and global disease in the future. In short, do not focus on where you may have disagreed in the past.

**Be appreciative** – Before leaving, don't forget to thank the Member of Congress for his or her time and willingness to have an open discussion with you. Leave a fact sheet with them so they can refer back to some of the key issue points later. It is also nice to send a hand-written thank-you note so your Member knows how much you appreciated the meeting.

Sample Thank You Letter

Dear Representative X,

Thank you for taking time out of your day to meet with us and discuss the U.S. Commitment to Global Child Survival Act (or other legislation piece of legislation that you discussed)

If passed, this crucial legislation will help to spare the lives of thousands of children and mothers each and every day by providing effective and affordable interventions like vitamin A, vaccines, antibiotics, and life-saving technologies. (Reinforce what you said in the meeting here – if you discussed another bill, include information on the effects of this bill).

Again, we are grateful to have met with you, and hope that you will choose to co-sponsor this important life-saving legislation.

Sincerely,  
[Full Name, Address]