***What is the PCEF campaign requesting from volunteers?***

The campaign wants volunteers to gather endorsement signatures from Portland voters to ‘Vote Yes for PCEF.’ The contact information will be used to turn out the vote through canvassing, phone banking and text banking. Endorsement signatures will be collected through techniques similar to the signature gathering phase: at public events and spaces and personal networks.

Excerpt from the campaign’s field planning document:

Arguably the most important piece of the endorsement drive is that it’s a meaningful, and influential advocacy tool. Through thousands of one-on-one conversations, we can boost both voter turnout and inoculate voters with accurate and positive messaging about PCEF, answer questions, myth-bust and educate new, on-the-ground messengers. Because we can’t beat the corporations on advertising, **interpersonal conversations are our most powerful resource**. Furthermore, these conversations and ongoing feedback from volunteers will inform an iterative messaging and campaign strategy. It’s important that we do not lose sight of the purposes behind our 40,000 goal. While quantity is ideal, **quality conversations where voters truly understand the measure, commit to voting yes, and care enough to cast their vote in November, are crucial for winning**.

***How should EcoFaith Recovery engage in the next phase of the PCEF campaign?***

We seek to follow our relational model and faith-based practices to develop support for PCEF and to build a movement for the longer term. Our methods and metrics may differ from the campaign’s while supporting the campaign’s request for ‘Yes on PCEF’ endorsement signatures.

* We can conduct educational/discussion sessions at house parties, church fellowship times and adult forums to communicate a faith-based rationale for PCEF. We will organize these sessions at our faith communities and perform outreach to other communities.
	+ We will develop a suggested structure and script for the discussion sessions both for our use and to empower others. This will be ready by September 9.
	+ We need a faith-based message aligned with the campaign’s message.
	+ We need to respond directly to the opposition’s arguments against PCEF with strong and clear responses.
	+ We need to make a direct request of attendees at these events, with alternatives for actions such as signing their endorsement, donating to the campaign, distributing a communication, organizing a session, or leading a session.
* We can create a communication to publish in worship bulletins and other faith community communications. For use at our faith communities and outreach to others.
* We can participate in the campaign’s canvassing, fundraising, phone banking or text banking work on an individual basis as our interest and capacity allow.

*How will we measure our contribution?*

* Quantity of educational/discussion sessions conducted
* Quantity of ‘Yes on PCEF’ endorsement signatures
* Quantity of individuals who attended sessions or we communicated with individually
* Quantity of publications in bulletins or other faith community communications

**Suggestions for a Step-by-Step process for engaging our congregations.**

Ideally, 3 or more people would participate in this process, although in some situations less than three people can do this.

**Step 1:** Put out some kind of (or many kinds of) blanket announcement/article/mailing about PCEF: ideally an invitation about an upcoming house party/adult education forum.

**Step 2:** Make phone calls to entire membership of congregation if possible (using church directories): reference the blanket announcement, invite to house party/adult ed forum, and ask for and endorsement of PCEF (if it feels appropriate). If they are interested but can't make a party/forum on a given date, schedule a 1-1 with them or arrange another house party if possible.

**Step 3:** At house parties/forums, share information about PCEF in a relational, spiritually-grounded, story-based way; answer any questions; ask for endorsement signatures as well as contributions to the campaign (the opposition will be spending $4 million!!!) And if anyone is interested and able to help with the campaign, invite them to do so and provide information about how to connect. [Our EcoFaith PCEF leaders will be developing resources and providing materials for these meetings/forums.]

***Important reminder for timing:***

***Ballots are mailed out on OCTOBER 17! That means people can start voting as soon as the 18th!***

**Questions to develop your strategic plan:**

When will the adult forum/house meeting(s) be?

Who will put the announcement in the newsletter/make the announcement? [Note: September newsletters are often done in mid-August, so now is a crucial time!]

Who will make the phone calls?

Who will co-lead the forum/party?

**OUTREACH to other Congregations**

**To discern which other congregations we might want to engage:**

1. Look at congregations at the bottom of this page and decide which would be most strategic to engage (or add another congregation).
2. Using contacts we know, Invite ourselves over, ask our contacts to invite a small team to follow the above three steps, and we will support them on throwing house parties or forums (and invite them to our monthly meetings! :)

**EcoFaith PCEF Congregations that turned in Signature Sheets**

Augustana Lutheran

Central Lutheran

First Unitarian Universalist

Hillsdale Community

Kairos Milwaukie UCC

Lincoln Street United Methodist

St. James Lutheran

St. Luke Lutheran

St. Ignatius Catholic

Waverly Heights UCC

Wilderness Way

**Other Communities that have expressed interest/or with whom we have made contact:**

Ainsworth UCC

Bethel Lutheran

Bridgeport UCC

First Congregational UCC

First United Methodist

Holy Trinity Lutheran

Shir Tikvah

Tabor Heights UMC

St. Michael and All Angels

Westminster Presbyterian