



**Power Vote** is a nonpartisan 501c-3 campaign of the Energy Action Coalition to build youth power and demand bold solutions to global warming and our dependence on fossil fuels during the election season and beyond!

### Why Power Vote, why now?

**2008 is a turning point.** We are electing everyone from city council members to our next president. There will be a sea change in 2008, and Youth are turning out to vote in record numbers. Youth will represent 25% of the electorate and will be voting on issues like the economy, health, and the war, all of which are intimately connected to our country's dirty energy dependence. By elevating climate change and clean, just energy alternatives in this election we will be able to build healthier communities, creates millions of good, green jobs, and stop resource wars. What happens in the next 4 years will decide our future.

**Our generation needs a brand new vision for our future.** We need to lead the world towards a just, clean energy economy that moves beyond dirty energy, creates green jobs for all, and secures our climate. Now is the time. We are the ones we have been waiting for.

### How will we succeed?

**We will push every candidate to be a climate hero.** Politicians are most open to changing their stances during election season. Now is the time to show them that the public demands clean energy and green jobs for all! Whenever a candidate makes an appearance we'll be there to ask the tough questions, with green hard hats on and "no coal" signs waving. We'll be there at the polls, in greater numbers than ever before and the candidates will know exactly what we expect.

**We will put climate in the national spotlight.** The media has already been talking about how silent the candidates are on climate. We can change that. The press wants to cover anything election related. By linking our local campaigns to the election and planning high profile media events, the climate movement will be covered in the press like never before.

**We will talk to one million of our peers and grow our movement.** Our peers are more open to talking politics during election season than at any other time - so let's talk about climate and green jobs for all. We will use the Power Vote Pledge to talk to one million of our peers about connecting the issues we care about and getting involved to create lasting change. Using the election to do large scale grassroots organizing will pay off by swelling our numbers for all our future climate work. Thousands of young people are already fighting climate change and creating clean, just energy solutions. We need millions to join of us if we are going to win. In 2008, we will build our movement and our power.

**We will hold candidates' feet to the fire once elected.** During the first 100 days of the new Presidency, we'll host Power Shift 2009, a conference of historic magnitude, and bring together thousands of people to hold our leaders accountable and demand immediate solutions. At this point our numbers will be huge! As we call for change from the top down, we'll keep winning on green jobs and climate justice from the bottom up, on our campuses and in our communities.

Plug in at [www.powervote.org](http://www.powervote.org)!

## Sign the Pledge!

The first step is to sign the pledge at [www.powervote.org](http://www.powervote.org). Do it right now, and pass it on! The Pledge reads:

“Candidates and Officials,

**Our generation needs a brand new vision for our future. We need to lead the world towards a just, clean energy economy that moves beyond dirty energy, creates green jobs for all, and secures our climate. I pledge to vote, hold our leaders accountable through my sustained involvement, and create a Power Shift!”**

I pledge to vote, hold our leaders accountable through my sustained involvement, and create a Power Shift!

FIRST NAME: \_\_\_\_\_  
LAST NAME: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
ADDRESS 1: \_\_\_\_\_  
ADDRESS 2: \_\_\_\_\_  
CITY: \_\_\_\_\_  
STATE: \_\_\_\_\_  
ZIP CODE: \_\_\_\_\_  
SCHOOL: \_\_\_\_\_  
CAN WE SEND YOU TEXT MESSAGES?   
WOULD YOU LIKE TO BECOME A VOLUNTEER?

**POWER VOTE!**

Youth are already successfully fighting new dirty energy developments, supporting local green jobs initiatives and challenging campaigns to become carbon neutral. It is time for our elected officials to end the labor to join us and become champions in the fight against global warming.

With Power Vote, a non-partisan campaign spearheaded by Energy Action Coalition, millions of youth voters will elevate the issue of climate change in this election, pressure every candidate to take bolder stances on climate, and expand the numbers of young people on our campuses and in our communities leading a clean and just energy revolution.

**GET YOUR POWER VOTE ON**

1. Go to [PowerVote.org](http://PowerVote.org) to get connected to the movement in your area.
2. Make climate a top issue in this election. Show up at all candidate events and make your voice heard on climate. Help build the number of committed power voters, and find creative ways to infuse energy and climate issues into every discussion of the election. Share your stories and victories on our blog, <http://gettingitclosethere.org>.
3. Get all of your friends to sign the Power Vote pledge and VOTE on November 4.
4. The first 100 days of the new administration is a crucial time for us to fix our movement's power and clean class energy promises into reality. Join thousands of other youth leaders in Washington, DC for Power Shift '09. Check out [EnergyActionCoalition.org](http://EnergyActionCoalition.org) for more information.

A PROJECT OF ENERGY ACTION COALITION

## The Platform

### **GREEN JOBS NOW**

Invest in millions of new green jobs, strengthen the American middle class and create new pathways out of poverty for millions more. By retooling our factories, revamping our schools, and rebuilding our communities, we can create a sustainable, just, and prosperous future for all.

### **INVEST IN A CLEAN ENERGY ECONOMY**

Unleash American ingenuity and launch a new wave of affordable clean energy technology. We need more federal and private investments in public transit, ultra-efficient vehicles, and renewable energy like wind and solar.

### **CUT GLOBAL WARMING POLLUTION NOW**

To ensure our health, prosperity, and security, scientists tell us we must rapidly drive US global warming pollution towards zero. We can and must accomplish this transition to a clean energy future in an equitable and just manner.

### **END OUR DEPENDENCE ON DIRTY ENERGY**

Enact an immediate moratorium on new coal, oil, natural gas, and nuclear plant construction and infrastructure, while phasing out existing plants and fossil fuel extraction and ensuring a just transition for the workforce and communities.

### **RE-ENGAGE AS A LEADER IN THE INTERNATIONAL COMMUNITY**

Global warming requires a global solution. We must shift the focus of American foreign policy from military intervention to international cooperation and join the world in pursuing peace and international development, thereby offering assistance to vulnerable and impacted communities.

### **TAKE DIRTY MONEY OUT OF POLITICS**

It's time to make government accountable to "We the People." Put voters first and refuse campaign contributions from dirty energy interests.

## What will Power Vote be like next fall?

Power Vote will build off and strengthen the incredible organizing that is already going on around the country. Over the course of a few months we'll strengthen and integrate our local campaigns so that come Election Day, we have enough power that we can't be ignored. Here are a couple of examples:

- Building off their success at passing a state-wide carbon neutrality policy for public universities, the Maryland Student Climate Coalition is planning on extending their reach onto more campuses and continuing to build support for state climate action.
- Students in Florida working with the Southern Energy Network are going to continue the battle against nuclear energy by building their presence throughout the state and making sure their call rings loud and clear: "No Coal, No Nukes, No Kidding!"

We'll be getting the word out about Power Vote by having millions of conversations with our peers about the issues that matter to us, by encouraging them to stay involved, by hosting big events, bird dogging and demonstrating. Get ready, it's going to be action packed!

### A Rough Sketch of What The Fall Semester Could Look Like

	Summer	Week 1-2	Week 3-4	Week 5-6	Week 7-8
<b>Organizing</b>	<ul style="list-style-type: none"> <li>• Attend Power Vote Mega Training</li> <li>• Set goals for your campus/community outreach</li> <li>• Help train others in your group</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit at first-year orientation</li> <li>• Organize tabling and class raps schedule and start doing them the first week of school.</li> <li>• Build support among professors.</li> <li>• Host a meeting for new volunteers to get involved</li> </ul>	<ul style="list-style-type: none"> <li>• Build buzz around campaign and promote upcoming events or actions</li> <li>• Continue tabling and class raps. Do street theater and spoken word to make tabling more exciting. Add dorm storms.</li> <li>• Continue to plug-in and train new volunteers</li> <li>• Phone bank everyone who has signed the pledge so far to get them involved</li> </ul>	<ul style="list-style-type: none"> <li>• At this point you've spoken to thousands of people and green Power Vote buttons can be seen all over campus!</li> <li>• Continue to plug in and train new volunteers</li> <li>• Phone bank everyone who has signed the pledge so far to get them involved</li> </ul>	<ul style="list-style-type: none"> <li>• Make sure everyone you have spoken to, and everyone else on campus is ready to get-out-the-vote!</li> <li>• Hold Party-at-the-Polls</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Start brainstorming and planning for events</li> <li>• Research schedule of candidates appearances</li> </ul>		<ul style="list-style-type: none"> <li>• Throw first major event -. Link it to what ever campaign is going on locally (green fee, coal plant, etc)</li> <li>• Bird-dog candidates at different campaign stops.</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in Green Jobs National Day of Action.</li> <li>• Bird-dog* candidates at campaign appearance nearby.</li> </ul>	<ul style="list-style-type: none"> <li>• Host an election watching party to celebrate the semester and plan for the weeks ahead</li> <li>• More bird-dogging!</li> </ul>
<b>Media Work</b>	<ul style="list-style-type: none"> <li>• Compile a list of local media</li> </ul>	<ul style="list-style-type: none"> <li>• Write op-ed for campus newspaper about PV and how people can get involved.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact media about event</li> <li>• Write op-ed for campus newspaper linking the election to local climate work and the growing youth movement.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact media about event</li> <li>• Write op-ed for local newspaper</li> </ul>	<ul style="list-style-type: none"> <li>• Send info on campaign to get a story about how young people are voting on climate!</li> </ul>

## Be a Power Vote Campus Coordinator

On campuses and in communities around the country young people are taking the lead getting clean energy solutions and green jobs now. Power Vote campus and community coordinators will be gathering this August to train and plan for Power Vote this fall. Being a campus or community coordinator will involve coordinating other youth and students to run Power Vote. Being a Power Vote coordinator will include:

- Taking time to plan Power Vote on the ground, setting strategy and goals
- Creating a plan to reach 50%, 60%, 70% (!!) of your campus
- Coordinating and training volunteers and organizers
- Planning events like candidate forums, political street theatre, and actions
- Mobilizing people to bird-dog a candidate anytime they are in your area

## Attend the MEGA Training Camp this summer

**From August 13th-17th, Energy Action and its partners will be hosting the Power Vote MEGA Training Camp** to equip youth leaders with the skills and resources necessary to run Power Vote on campuses and in communities around the country. Student leaders will leave the training prepared to build an unstoppable ground force this November and beyond.

The training will focus on the critical skills for electoral and issue advocacy organizing, including:

- Developing and delivering a winning message
- Generating quality earned media coverage
- Grassroots voter contact tactics and phases (registration, education and GOTV)
- Volunteer recruitment and management
- Leadership development
- Effective coalition-building
- Candidate education and accountability
- Bird dogging and creative actions
- Anti-Oppression and diversity
- Movement strategy: our long-term plan to win!



Additionally, training participants will leave with a clear understanding of the Power Vote program goals, timeline, implementation plan, and their role in making it happen. The training will be highly interactive with a great emphasis on actually testing out the skills with time for discussion and feedback. Skills will be applicable for climate campaigning throughout the year.

## Working on Power Vote over the summer

It's not too early to start running Power Vote. You can even start organizing for Power Vote before your first year on campus! Here are some ideas to get you started, but this is only an initial list. Be creative and get started!

- Talk to your entire group about Power Vote and making it a priority for next year. Don't have a group? Talk to some friends about starting one!
- Plan a state or campus strategy session in early June with other students who are around for the summer. Got a state network? Get in touch and figure out how you can coordinate across the state. Check out <http://www.energyactioncoalition.org/whowere/movement/leaders> to see if there's an organizer in your area to help you get your state network onboard.
- Start outreaching to other student orgs to build a coalition around voter outreach. Find collaborative ways to work together.
- Lots of students are in-school during the summer - outreach to them with tabling and class raps. Sports teams are also often on-campus, get in touch with them to work together.
- Prepare for first-year orientation and move-in. Make sure you have everything you need to get the semester off to a strong start. Aim to get all the first-year students signed up for Power Vote at orientation and think that your group is the hottest stuff on campus.

- Build a HUGE network of professors and staff who want to help with Power Vote.
- Organize volunteers to table at concerts and festivals. This is a great way to build buzz about your local campaign. Bring Power Vote to where people are gathering!
- Build the buzz on Facebook and Myspace! Start your campus Power Vote Facebook group and fan the Power Vote page in the summer and begin outreaching to incoming freshmen. We all know incoming freshmen make friends on Facebook before making friends on campus, why wouldn't they also get involved on Facebook before getting involved on campus?
- Make some cool YouTube videos to visually show people what you are working on.
- Besides the Power Vote training, check out other trainings, events, and opportunities at: [www.itsgettinghotinhere.org/summer-opportunities](http://www.itsgettinghotinhere.org/summer-opportunities).

## The Day After Election Day...

On the day after Election Day we will wake up to find our numbers have multiplied many times over. Power Vote is an investment in our movement. No matter what we do, we are going to need the support of millions of people to get a clean energy revolution in this country. During Power Vote we will talk to hundreds of thousands of young people about the climate and green jobs. The best way to grow a movement is to talk to people about how it affects them, what we can do together to make it better and then give them a way to plug in.

After the election we will continue the fight for clean and just energy but with much bigger numbers and hopefully a more favorable national dialogue. After Power Vote all our local work will be more effective because we will have grown and strengthened our local groups. Every conversation we have about climate and the election we will tie back to our local work. By talking with so many people we will identify every person in our community or campus who is excited to help out with the clean energy revolution. After Election Day, we plug them in to win victory after local victory.

We know that we get lasting change by putting sustained political pressure on elected officials no matter who is in office. After Power Vote we will have the numbers to do just that. During the first 100 days of the new Presidency and Congress, we'll bring together thousands of people for Power Shift 2009, a conference of historic magnitude. Here, we'll demand immediate solutions, take action together, and hold our elected officials accountable.

## Frequently Asked Questions

### Where is Power Vote happening?

In every district, in every state, and on every campus! We're building this movement throughout this country, so no matter where you live or go to school, you can participate.

### Do I need organizing experience to work on Power Vote?

No! There is a place for everyone to help no matter what their experience. Plus, there are tons of opportunities to develop leadership. The more preparation you can get before the fall, the better, so apply now at [www.powervote.org](http://www.powervote.org) for the Power Vote MEGA Training Camp this summer, as well as other training opportunities!

### Does Power Vote support specific candidates or parties?

No! We're not working for any particular person running for office, piece of legislation, or any political party. We're working to make the call for action so loud that every candidate, media outlet, and citizen in this country is ready to rally for bold solutions in 2009. Power Vote is a completely non-partisan campaign and is wholly 501c-3 compliant.

### Will I be working with others in my area organizing for Power Vote?

Yes! Building community is one of the most important aspects of all this work; we're going to need each other to sustain ourselves this fall, and we're going to need each other even more as we head into the important work of 2009. That's why we've got to focus on building strong relationships and campaign teams now, so we can rely on each other.

### Will I be able to get resources, support, or training for organizing this fall?

Yes! We'll have tons of resources, including t-shirts and stickers, available online to help you organize. In many areas, Energy Action and its partner organizations will also have staff committed to helping you succeed. And again, apply now at [www.powervote.org](http://www.powervote.org) for the Power Vote MEGA Training Camp this summer, as well as other training opportunities!