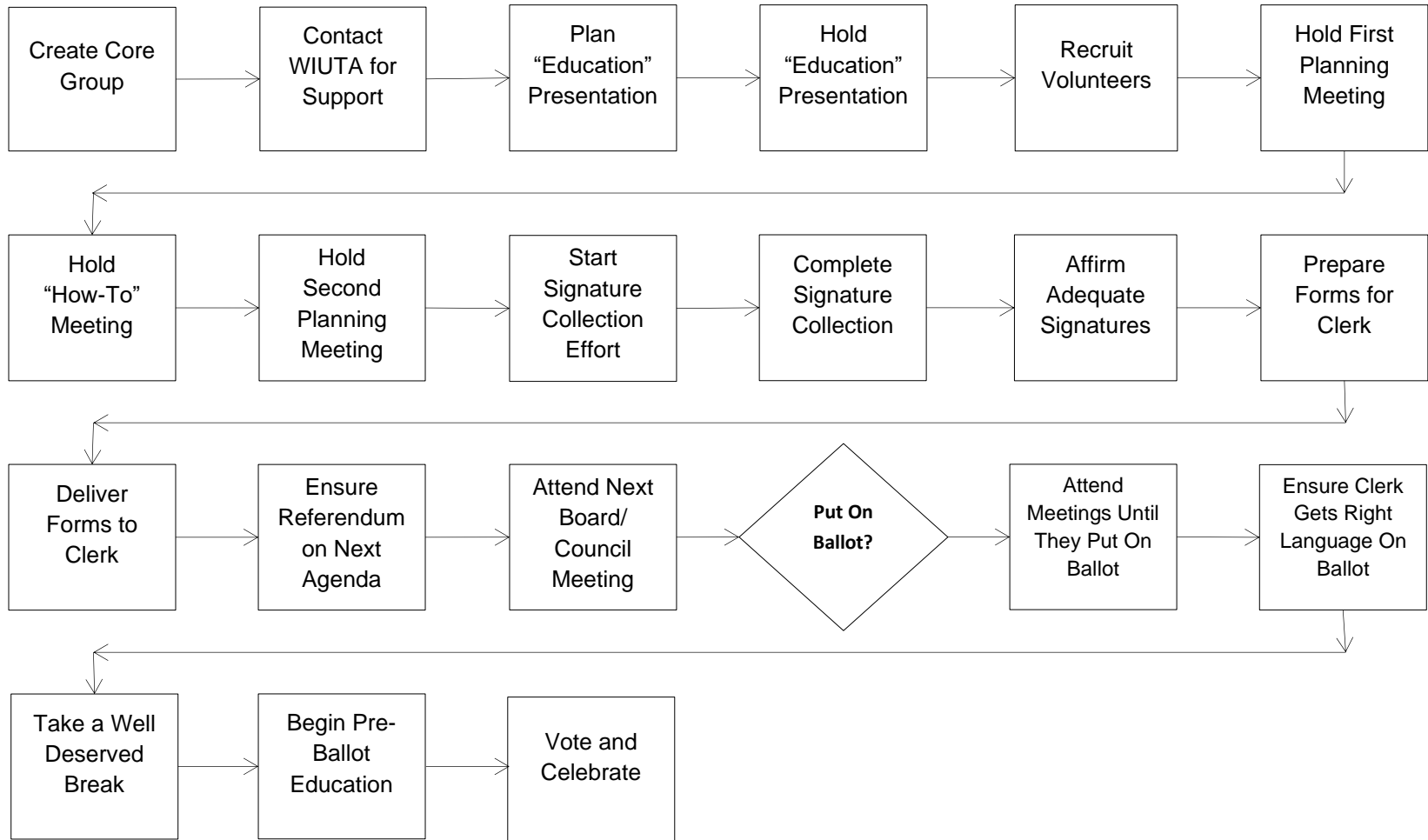


2.B Diagram and Discussion of the Referendum Process

Below is a flow diagram of the process of getting a referendum passed in your community. Each box has multiple tasks. Discussion starts on the next page.



This discussion is designed to give you a better understanding of the full process of getting a resolution passed in your community by means of first getting a referendum on the ballot to call for the local municipality to pass the resolution. This document does not attempt to give a detailed description of all tasks that you might do – but hints to how it all fits together.

Create a Core Group

It is advisable that you first establish a core group of 2 to 4 of you and your closest, willing acquaintances. This might include a husband and wife, or some close friends who have been involved in civics or politics, or are ready to. You might already be part of an activist group from which you recruit a few to commit to “results.” (Note: if your United to Amend group will be primarily recruits “from” your regular activist group, we ask you to please name yourself, and act, separate from this activist group.)

If you are in a small village or city, you will not have to collect many signatures – so two persons might be able to manage the work with some less active volunteers. If you are in a larger city, you might need five persons who coordinate and participate in the signature collection – but you will also need a few dedicated volunteers to help. We can help you try to find new volunteers.

The first activity of the core persons is to study this handbook. It has been painstakingly created to help you self-educate to a level where you are confident in what you are about to do. We have people ready to support you with any questions you develop during this early education – and while you are doing this important work.

Contact WIUTA for Support

After your core group has built confidence from this handbook. One of you should be designated as the primary liaison with your partners at WIUTA. We say “primary” to indicate that while this person will mostly communicate with us, any of you are always welcome to contact any of us for any reason.

There is a lot of information in this handbook – almost anything you need to know relative to the steps to a successful referendum/resolution action. However, there is a lot that is either buried in these documents - and even if you have read it once you might not know where you saw it - or is not in the handbook. We can help you find it in the handbook or help you find information on our site or from others who have completed resolutions.

We have a database of supporters around the state who have filled out a form to identify themselves as “Supporters.” We might be able to give you the names of some people in your area who might be willing to volunteer to help you.

We are here to support your success – no question is too small or big. And you will find that we generally respond quickly.

Plan and Hold an “Education” Presentation

Groups in a few communities did not properly ensure they had enough volunteers to get done all the needed tasks for a referendum on time. It is important to both find a few persons in your community to help, and to educate your community so that they are receptive to your ask. If you do some general education, you will increase the number of persons who will immediately sign your petition form when you start collecting signatures.

We have developed what we call an “Education” presentation for these two purposes. You should consider having us give this presentation in your community when your core team is confident to do this. Or, if you have a member of your core group who is a comfortable presenter and has confidence in learning the presentation, we can send you a copy of the Powerpoint file to speak from. The first use of the Education presentation is generally to recruit more volunteers. You can put up fliers, attend an event where you hand out fliers, call persons in your community who already are in our database of “Supporters,” personally contact people in your community who might be interested, etc. Perhaps one in your group is a member of the League of Women Voters – we have presented at a monthly meeting of the local chapter. The number of persons you get to this presentation is determined by your “selling” it. You might also prospect volunteers from groups like Our Wisconsin Revolution, Indivisible, a local libertarian group, etc.

At that Presentation meeting you will get persons who attend to sign-in on our Supporter form. This will do two things. First, and most important, you will have contact information for these people so you can contact them SOON after the meeting to recruit them to work with you. Also, you will be building our supporter base for future activities for our movement – we will discuss this movement more as we work together.

We have a form that you can customize to hand out near the end of the presentations – say during the Q&A – that asks if they are interested and what types of activities they might help with.

Recruit Volunteers

You notice that the word “soon” is in capital letters in the above paragraph. That is to impress upon you that you should not hold the Education presentation until you are ready to follow up with the attendees to see if they will help your group. You should strike when the iron is hot – within a week after the presentation. This call should be to invite your attendees to a planning meeting. This will help you determine if you have enough volunteers to move ahead. If they don’t want to be part of the planning, that’s ok. Find out if they are willing to do other tasks and contact them later.

Hold First Planning Meeting

Your first planning meeting should have an agenda that includes items *like*:

- a) Introductions
- b) Review of the big picture – action essentials from the Education presentation
- c) Types of tasks expected for this work
- d) Roles each person attending might be interested in

- e) Determination whether you have enough committed persons to move forward
- f) Planning a “How-To” meeting.

Hold “How-To” Presentation Meeting

You might print out the documents from the City/Village Resolution Handbook that are more relevant to actions for this work – with those available set up an agenda to go over the process and what activities can be done for each step. Seek to have volunteers to commit for these activities.

After this meeting, contact us at WIUTA and ask for an Advisor. One of us will commit to being your Advisor – meaning the go-to person who will be on call to support you throughout the process. Several others of us might actually help with specific needs.

Hold Second Planning Meeting

This is the final test for you to estimate whether you have enough committed volunteers to start this work. It is also where the real work begins. And indeed, when we say “second planning meeting” we really mean several more planning meetings before you are ready to start collecting signatures on the petition form. You will cover some of the rest of this handbook during the subsequent meetings as you move through the rest of the process. You will discuss the following and more (detailed tasks) at these meetings, including minimally:

- a) What are the first tasks – contact city/village clerk, community education, etc..
- b) How and who will coordinate with the municipality (clerk, board/council members)
- c) What will you call your group – example *[City name] United to Amend*, or other
- d) What tasks each persons is comfortable with and committed to
- e) What big-picture questions remain with group members – builds confidence
- f) When and who will contact the clerk to build a relationship while making him/her aware of you intent.
- g) How many signatures you need to collect
- h) What is the timeline for getting signatures to the clerk
- i) Determine how and when you will collect signatures on the petition
- j) Determine how, when, where to educate volunteers to collect signatures
- k) Schedule for meeting regularly
- l) And more.

You should realize that it will take several meetings to get things planned and started smoothly. Don't try to do too much at the first meeting. You need to get to know each other better at that meeting as well. If you do not get to all items on your first agenda, move the rest to a second meeting. Try to have each person engaged in some activity between meetings to keep them energized.

On some occasions groups around the state have asked the Advisor to be available for a call during some meetings so that s/he can answer questions quickly that will facilitate the meeting moving ahead productively. If your Advisor is not available, often another WIUTA Advisor will be.

Start Signature Collection

Again, you will have done a lot of work before being ready to start collecting signatures. During that work you will have determined how, where, and when you will collect signatures in your community. You might have the right timing to collect signatures on the next election day – communities have collected an average of about 50% of their signatures using this strategy. At least one collected more than 100% of the “required” signatures on election day. You might be starting during the spring or summer and decide to collect at events such as farmer’s markets, local fairs, etc. You might do door-to-door canvassing, or any mix of these and other techniques.

There are rules surrounding your petitioning campaign – that are discussed in the handbook - that you will learn and use.

Complete Signature Collection

While you and your soldiers are out collecting signatures, some of you will be managing this whole effort, you will be doing this with knowledge of the steps required after adequate signatures are collected.

As completed signatures come in, someone should be checking them for validity and counting them to track progress. Most groups have someone with at least elementary knowledge of spreadsheets who enters the info, checks each for validity and acceptability, and keeps a rolling count to report to whoever is managing the canvassing efforts. Eventually you will determine that you have enough signatures.

Preparing Forms for Delivery to the Clerk

When you turn the petition forms in to the city/village clerk, you will also give her several other documents – which we have prepared for your customization. These are in Chapter 5 of this handbook. Another task you will work on during the later days of the signature collection will be to customize these forms for your municipality. This will not take a lot of time but you need to ensure that these forms are ready on the day you have collected your final signatures. This is important because there are legislative time constraints related to delivering the petitions to the clerk after you are done – you will understand them as we work together.

Deliver the Forms to the Clerk

With the petitions you will also give the clerk other documents we have prepared in Chapter 5. These include:

- a) Cover letter to the clerk
- b) Petition certification template for the clerk
- c) Cover letter to the board/council members
- d) The Full Resolution Language
- e) Example Wording on Ballot
- f) Public Official Notification Letter
- g) Where to Send Labels Avery 8660

The cover letter to the clerk describes these forms and how she can use them. Chapter 5 starts with a document that discusses these forms and what you need to do with each of them – a piece of cake.

Ensure You Are on the Next Council/Board Meeting Agenda

When you turn in the documents you will ask the clerk when the next board/council meeting is, and affirm that this petition will be on the agenda at that meeting. You should ask her to contact you when the agenda is created - so you can verify your referendum petition is on it. And if it is not you will need to get it put on. You might have to follow up if the clerk is busy.

Attend the Next Board/Council Meeting

You, and as many bodies as you can convince, should attend the board meeting when the referendum is on the agenda. Someone should be prepared to give a strong argument about the importance of this resolution, the need for the amendment and the role local government plays in our reclaiming our representation by state and federal legislators. You should also be ready to answer any questions the board/council members or other citizen attendees have. The designated speaker should study the “3.H Q&A Worth Reading” document and some others to be ready to answer tough questions. – this includes documents “4.R Responses to Excuses by Opponents” and “4.S Why conservatives should support an amendment – Loss of Local Sovereignty” – as well as reviewing “4.C Tri-Fold Brochure “ and “4.D Community Handout.”

It is very useful for you to get as many people as you can to attend the meeting. When a significant number of residents show up for the issue being discussed, they take notice and are more likely to be “friendly.” This complemented with a prepared speaker provides a powerful message of your interest in being “represented.”

Did They Put it On the Ballot?

You should try to get the board/council to approve putting the question on the next ballot at that first meeting – by asking them what else they need to know to have a vote. This is especially true if their delaying a vote would result in missing the next ballot – you will learn about the important timelines.

They basically have to approve putting the referendum on the ballot at the next meeting after the signatures have been certified by the clerk. Or, they have the right to instead pass the resolution you provided, as is, without a referendum. WE HIGHLY PREFER THEY PUT OUR REFERENDUM ON THE BALLOT FIRST, THEN PASS THE RESOLUTION. We discuss the reasons for this in this Q&A document. Please try to convince them of this – but happily accept their passing the resolution directly if they must.

Ensure Clerk Gets Right Language On Ballot

After the board/council agrees to put the referendum on the ballot meet with the clerk to ensure s/he understands the purpose of each of the forms. Ensure that s/he understands that you are interested in getting the language you provided in the form “5.F Proposed Ballot Language” on

the ballot as close as possible. This language matches the language on the petition form and on the actual resolution that the board/council will pass and sign. You should ask the clerk if you can see the language she will send to the county just before she sends it. If it is different at that point, you might have a chance to correct it. In more than one case the language on the ballot was different than our champion asked.

If you see that the language has changed, inquire why that is so. If it is a typo, the clerk has a chance to correct it. If you collected adequate signatures, the law says they have to pass the language you submitted. If there is tension from the city or village board, you will have to make a judgement call whether it is worth pushing. For example, if the changes are not that significant, you might decide to let go. We **STRONGLY ENCOURAGE** you to try to keep the text of the two bullet points as shown – the preamble language, while important, might be negotiable to succeed. This is your decision, not WIUTA's. However, don't hesitate to contact us if you want another opinion.

Take a Well Deserved Break

CONGRATULATIONS! There is typically a two to three month wait until the ballot. Your next work is to educate the community just before the election – but you well deserve a break to get caught up on some “life” things you might have put off for this success. Go give your kids or grandkids some love, or take vacation out of town – patriots need to recharge regularly. Some groups have a celebration get together at a pizza place or in a park.

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Begin the Pre-Ballot Education

OK, you're recharged and you know your country needs you. It's about a month before the election, and time to get back to work. You will learn why we need to try to get the YES vote as high as we can in every community. (The referendum passing has never been an issue – the lowest vote so far is 61% YES. And the average is 80% - can you beat the record = 91%? Go for it!)

We increase the YES vote by educating the community during the month before election day. So, if your election is in April, start your education around March 1st, or before if your team is really psyched. If your election is in November, October 1st, is a reasonable start time, or earlier if you have enough people willing to help.

There are a variety of ways to educate the public, including but not limited to:

- a) Borrow some yard signs from WIUTA
- b) Hang information of doors – see the \$1 million door hangers.
- c) Hand out info sheets at public events, busy malls, etc.
- d) Write Letters-to-the-Editor and Op Eds, get on the Radio (or coup onto TV?)
- e) Present a couple of modified version of the Education presentation at your library
- f) Speak at events and community groups – Rotary, Elks and similar, LWV, etc.
- g) Talk, talk, talk – tell everyone you talk to why they should vote YES

- h) Where buttons, T-Shirts, or even hats that will prompt discussion with some strangers
- i) Regularly do some Burma-Shave events
- j) Your Imagination is your best guide.

Any information handed out should say something like: "Vote YES on April x" or "Vote YES on November x to restore our republic." Mix up the approaches and messages.

Vote and Celebrate the Victory

Go to the polls with a special pride when you see your work in front of you in the booth. Then celebrate again with your group.

The rest of the Handbook provides you with much fill-in information, tools and ideas. Please read it all to become confident and ready.

I will end with a sincere thank you for becoming a true patriot by working for a better democracy where *We The People* will once again be represented – as we currently are not. Our children depend on us.