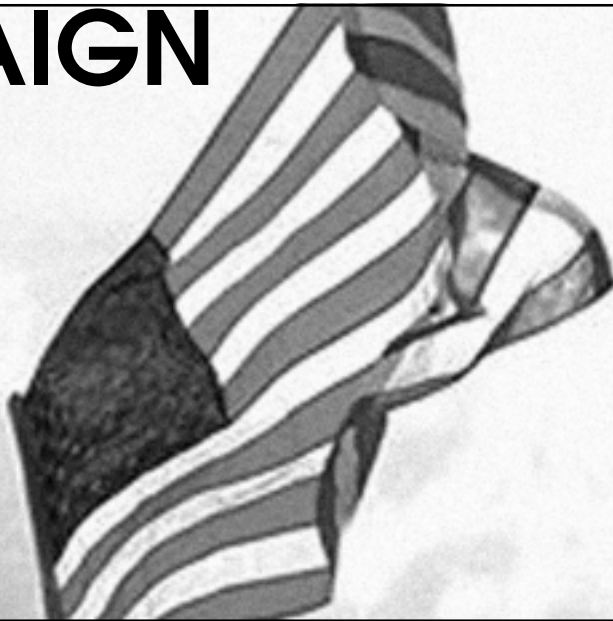


# CAMPAIGN



# for a New Foreign Policy

Organizing Guide

## What is the Campaign for a New Foreign Policy?

The Campaign for a New Foreign Policy is demonstrating to Democrats, Republicans and others that the American people insist on a more constructive path for our nation.

**We can change this country's direction.** Peace Action, with the help of concerned citizens across the nation, is building a movement for a new foreign policy based on human rights and democracy, reducing the threat of weapons of mass destruction, and cooperation with the world community. The tremendous opposition to the war on Iraq, and the many new activists that continue to organize in their own communities, prove that we have the power to inspire Congress to provide better principles for our foreign policy.

### 1. Building a Broader Base

In order to build a wider political base for sensible foreign policies, we will approach individuals and organizations that represent important voting blocks in congressional districts across the nation. These constituencies include: women's groups, African American communities, faith-based communities, labor organizations, and Latino/a communities.

### 2. Activating Individuals

In addition to working with other organizations, we will activate individuals to build pressure on their own members of Congress to support our foreign policy platform. Through the internet, canvass programs, and outreach events, we can generate hundreds of thousands of pieces of mail to members of Congress on this issue.

### 3. Congressional Support

As more and more organizations endorse the platform and as individual constituents put pressure on their representatives in Congress, individual members of Congress will be asked to sign the Pledge for a New Foreign Policy. In signing the Pledge they will commit themselves to support and work for common sense, long term solutions.

**Building a  
Broader Base**



**Activating  
Individuals**



**Congressional  
Support**

**Peace Action**   
EDUCATION FUND

# 1. Building a Broader Base



It will take a large and diverse movement of people to prove to Congress that Americans want a new foreign policy. To achieve success organizers will need to forge alliances with groups of people that—together—Congress can't ignore. These groups include women, Latino/a communities, African American communities, faith communities, labor organizations, Democratic voters and locally elected officials. Admittedly, these are broad generalizations: local organizers must identify specific organizations and individuals to recruit in their own communities.

## Recruit an Endorsement

One of the best ways to broaden the base for a new foreign policy is to request a formal endorsement from an organization that represents an important block of voters. Getting an endorsement from this type of organization lends credibility to the campaign, helps you recruit individuals, and gets the notice of members of Congress.

You can also make an impression by getting prominent individuals to endorse the campaign. This will be most effective if the individuals you sign on represent others, or if they are leaders in the community.

## Build the Relationship

After you've gotten an endorsement for the campaign, you'll want to discuss other ways to build the relationship you've just begun. Below are some additional ways that you and other organizations, or community groups, can work together.

### Lobbying

Ask your contact to join a specific congressional visit, or ask them to take a Congressional pledge on one of their own visits.

### Organizing Resources

When you meet with someone at an organization, make sure to ask them for the names of other community leaders that you can approach. If you represent a membership organization, you could also propose a list-trade of your members or contacts. Some groups may be able to help you with phone banks, volunteers, or (especially in faith communities) could make a donation to the campaign: in faith communities you could ask for a special collection for this cause.

### Help Get the Word Out

There are many ways that other organizations and community groups can help get the word out. You can ask them for space in their newsletters; to hand out your literature; to help fund a newspaper ad; to co-author an op-ed; to include a bulletin in their next mailing; to speak at an upcoming event; to join a speakers bureau, and more!

## Keep in Touch

Keep in touch with endorsing organizations by sending updates about the progress of your campaign. Take special care to note how they have helped you achieve success.

And don't forget to keep in touch with the Peace Action Education Fund. Let us know when you get an endorsement by sending a message to our Policy Director, Tracy Moavero at [tmoavero@peace-action.org](mailto:tmoavero@peace-action.org) or call (301) 565-4050 ext. 304.



## Here's How:

### 1. Identify organizations to recruit.

Whose endorsements will help get the attention of members of Congress?

**2. Make contact.** Send information about the Campaign for a New Foreign Policy to one of the group's key decisionmakers.

**3. Schedule a meeting.** Ask your contact for a short meeting to discuss the campaign (10 to 15 minutes should do).

**4. Make the case.** Why is it in their interest to sign on to the campaign?

**5. Get the endorsement.** You can use the endorsement sheet on the following page. If they can't sign on right away, find out the best way to follow up.



# Campaign for a New Foreign Policy

Our country deserves a break from the failed policies of the past. Our arms sales and military aid programs have created widespread anti-American sentiment. Our nuclear weapons policies are encouraging nuclear proliferation. Our approach to the international community isolates us and frustrates our ability to take meaningful leadership.

Huge increases in military spending won't make us safer, but they will take funds from education, health care and other programs and harm the quality of life for all Americans. Eliminating civil liberties will threaten our constitution and undermine the very values that make our nation great. We'll make our country safer by affirming our values, not abandoning them.

## Three Point Platform:

### 1. Support Human Rights and Democracy

Democracy and human rights are ideals that the American people hold dear. Our elected officials have not held true to these values. Sadly, our country leads the world in providing arms sales and military training to human rights abusing governments and dictatorships. When US weapons are used to prop up governments hated by their own people, bitterness is the result. When we sell weapons worldwide, those arms end up being used against our own troops. We armed Osama bin Laden, Saddam Hussein, and Manuel Noriega. *Enough.*

*We can exhibit international leadership by opposing the policies of human rights abusers, not rewarding them with weapons. We call on our elected officials to:*

- Oppose arms transfers and military training or assistance to human rights abusing governments as determined by the State Department.
- Actively support efforts to regulate and control the international arms trade.

### 2. Reduce the Threat from Weapons of Mass Destruction

We face no greater threat than nuclear weapons and other weapons of mass destruction. Such weapons are only effective as a means of terror, ones that can be aimed at us as well as others. The only way to be safe from this threat is to destroy the stockpiles and secure those facilities that make nuclear materials. Instead of leading efforts to secure and dismantle nuclear weapons, the Bush Administration wants to build new ones. In addition, spending billions on a missile defense that won't work while building new nuclear weapons will only speed the pace of nuclear proliferation.

*Our nation should lead a worldwide campaign to reduce and control the threat from weapons of mass destruction - a policy we could be proud of. We call on our elected officials to:*

- Oppose funding for the development or testing of new nuclear weapons.
- Support programs and agreements designed to reduce and secure the world's existing nuclear stockpiles.
- Oppose missile defense and space weapons that increase the pace of nuclear proliferation.

### 3. Cooperate with the World Community

The Declaration of Independence urged "a decent respect for the opinions of mankind." Our foreign policy isn't reflecting that core value. Our elected officials have abandoned or blocked a host of international agreements on arms control, human rights, the environment, and the International Criminal Court. Instead of promoting "pre-emptive strikes," the US needs to promote policies that address the larger needs of the world community and that minimize the potential for hate and anger. The US has the strength and ability to better the working and living conditions of human kind, and to increase our own security in the process, but only if we lead through cooperation.

*We should play a positive leadership role in the world community, planning strategies for a future we can all live with. We call on our elected officials to:*

- Strengthen international law and stability by opposing the doctrine of "preemptive attacks."
- Promote and support international legal systems which foster global cooperation such as the UN and the International Criminal Court.

**We, the undersigned organizations and individuals, call upon Members of Congress to support the platform above.**

Endorsing Organization

Date

Signature

Title

Please return a copy of this form to: Endorsements, Peace Action, 1100 Wayne Ave. Ste. 1020, Silver Spring MD 20910

**Thank you.**

# 2. Activating Individuals



All the support you build for a new foreign policy, won't mean anything if your members of Congress don't find out about it. Here are a number of ways that you can build pressure from individuals in your community toward your member of Congress. Each of these is an opportunity to tell your member of Congress to support the Pledge for a New Foreign Policy.

## Build Your List of Contacts

Every time you, or a member of your organization, interact with the public it's an opportunity for you to build political power. More individual contacts in your database, or on your email list, mean that you can generate more letters to Congress and raise more money to keep your work alive.

This means that you should gather names and contact information by bringing a sign-up sheet to every public event you participate in. Have volunteers sign up contacts at demonstrations, or send your sign up sheet around the room at the end of a speech. Sign up sheets are a necessary tool for tabling at all kinds of events and on any occasion at which you meet people and can build your organization.

Don't forget to keep track of the names you gather and make sure to keep in touch with your contacts on a regular basis.

## Generate Letters to Congress

Members of Congress WILL sign the pledge simply because constituents ask them to. We've already seen this happen. Just about every member of Congress is given a count of how many letters he or she has received on various subjects each week. The more letters you generate on the need for a new foreign policy, the closer you are to success. The first action you ask individuals to make should be to write a letter to their member of Congress urging him or her to sign the pledge. You can use the sample letter at right and change the text as needed.

**Be sure to keep track of the number of letters you generate.** This is an important way to quantify your success with Members of Congress as well as with your members and funders.

## The Action Alert Network

The Peace Action Education Fund sends out electronic action alerts nearly every week that are focused on the Campaign for a New Foreign Policy and issues specific to the arms trade and military assistance, nuclear disarmament and international cooperation. These alerts give individuals (who may not have a lot of time on their hands) a way to stay active in this campaign.

To become a member of the Action Alert Network go to our website, or contact Carrie Benzschawel at [cbenzschawel@peace-action.org](mailto:cbenzschawel@peace-action.org), or call (301) 565-4050 ext. 314. This is a great way to keep up-to-date as the campaign moves forward. **It's also a great timesaver: you can keep your contacts active by forwarding the action alerts to your own email list.** Just let us know how many people you send the alerts to.

## 10 Ways to Generate Mail

1. Table at a public event.
2. Canvass a neighborhood.
3. Include a sample letter in mailing.
4. Post it on your website.
5. Include a letter writing appeal in a speech.
6. Ask other organizations to urge their members to write letters.
7. Put it in your newsletter.
8. Put an appeal in an ally's newsletter with an article or advertisement.
9. Get contacts to generate letters at a house party.
10. Place an ad in a major paper: your ad can appeal for letters and donations.

 **Use these samples** 

## Every letter written to a member of Congress counts.



While one letter may not have much of an impact on a member of Congress' position, thousands of letters from that members constituents **will** have an impact. You can help individuals write their own letter to a member of Congress by using the sample on the right.

### Here's where to send the letters:

To a Senator...

The Honorable (full name)  
United States Senate  
Washington, DC 20510

To a Representative...

The Honorable (full name)  
House of Representatives  
Washington, DC 20515

### To the Editor:

It's time for someone to put forward a foreign policy more aligned with democratic values.

Just look at recent events: "Victory" in Iraq consists of quashing a threat that didn't exist in the first place. While Iraq's alleged weapons of mass destruction have yet to materialize, the administration has taken the first steps in making new nukes here at home. It is currently pushing for the development of new "low-yield" and "bunker buster" nuclear weapons.

As for democracy in Iraq, the shootings of protestors in Falluja are a grave indication of how that's likely to go. The shootings remind one more of the conflict between Israel and Palestine, than the first stumbling steps toward democracy for Iraq.

The administration's disdain for the United Nation's traditional role in providing humanitarian aid and in reconstructing war torn nations is limiting the potential for stable and healthy governments in Iraq and Afghanistan. This disregard for UN leadership is weakening the institution - an institution which most Americans support.

Its up to Representative (your Rep.'s name) and his/her colleagues in Congress to put this country on a better path. America needs a new foreign policy: one based on human rights and democracy, nuclear disarmament, and international cooperation would be in the best interest our citizens.

Sincerely,  
(Your Name and Address)

### Dear Member of Congress:

Since taking office the Bush Administration has articulated a foreign policy rooted in pre-emptive strikes, disregard for our international obligations, and increased nuclear development. Far from protecting Americans, these policies actually decrease our safety and security. They run counter to our deeply held democratic values and respect for the rule of law.

Instead of following this path, I ask you to commit yourself to a vision of an alternative foreign policy that will truly make Americans more safe and more secure.

This alternative vision must be based on controlling and reducing nuclear arms, opposing arms transfers and military training to human-rights abusing governments, and strengthening international law and international cooperation.

**I urge you to lead the US toward a better future by signing Peace Action's Pledge for a New Foreign Policy.**

Sincerely,  
(Your name and Address)

### A letter to the editor published in a local paper sends a strong signal to members of Congress.



Most members of Congress closely monitor the letters that are published in local papers, especially if they mention the member by name. Publishing a letter to the editor is a great way to tell your community why America needs a new foreign policy. This is also another good action for individuals to take.

You'll have the best luck getting published if your letter is 250 words or less and if it pertains to a current event or references a recent article. You can use the sample at left as a guide for your own letter but you'll want to update it, of course.

Let us know when your letter gets published. Send a copy to us (1100 Wayne Ave. Ste.1020, Silver Spring, MD 20910) with the name of the paper and the date your letter was published.

### Coming Soon!

Postcards (that individuals can send to their members of Congress) will be coming soon. Find out how to place a postcard order by calling our Program Associate, Carrie Benzschawel at (301) 565-4050 ext. 314

# 3. Congressional Support



The administration's foreign policies are taking this country in the wrong direction. By broadening the political base of people speaking out about foreign policy, and by compelling individuals to take action, we *can* create a debate in the mainstream, and a movement in Congress, for a better alternative.

## Better Leadership for Better Policies

On the following page you'll find a copy of the Pledge for a New Foreign Policy. The goal of the Campaign for a New Foreign Policy is to get specific members of Congress to sign on to this pledge. By signing the pledge, members of Congress commit themselves to supporting a foreign policy based on values like human rights and democracy, nuclear disarmament, and international cooperation. Let us know when you get a member of Congress to sign on: call our Policy Director, Tracy Moavero at (301) 565-4050 ext. 304, or email Tracy at [tmoavero@peace-action.org](mailto:tmoavero@peace-action.org).

## Meeting With Congress



Other organizations and prominent community leaders have endorsed your campaign. You've also generated letters for a new foreign policy to a member of Congress from his or her constituents. Now what?

Now you'll have to meet with the member of Congress and persuade him or her to sign the Pledge for a New Foreign Policy. This might not be as hard as you think: with your list of endorsers, and the thousands of letters you've generated, you've already given your member of Congress plenty of reasons to sign the pledge.

## Tips for a Successful Meeting

### 1. Good preparation will lead to a good meeting.

Get to know your member of Congress' record; this will give you an opportunity to thank them for their work on specific issues. You can use the Peace Action Education Fund's Congressional Voting Record to see how your member of Congress has voted on foreign policy issues in the past.

Call the legislator's scheduler to set up the meeting. If you are able to meet with the member of Congress in person, the longest meeting you are likely to get is 15 or 20 minutes. If you are meeting with a member of his or her staff, you might ask for more time.

Create an agenda. Remember, the goal here is for the member of Congress to sign the pledge. Identify two or three discussion points that will persuade them to do so. Prepare materials, including the pledge, to leave with the legislator or staff member.

Your meeting with your Senator or Representative is a good time to involve the people who endorsed your campaign. Decide who will attend the meeting and make sure everyone has a role to play.

### 2. Be Communicative, Yet Concise.

Start with introductions: have all participants describe who they are and what they do in the community. Show the legislator that the issue is important to his or her constituents. This is a good time to present the letters you have generated, or give the member of Congress a tally of your local members.

Explain the issue. Let your legislator know why you (and his or her constituents) are deeply concerned about the effect of US foreign policy and why we need a foreign policy better aligned with American values. Make sure to be concise and stick to your agenda.

Don't forget to listen. This is an important opportunity to find out where the member of Congress stands, so you'll want to listen to their opinion. No matter how much you disagree with him or her, make sure to be respectful and polite.

Ask them to sign the pledge. If the legislator is unwilling to make a commitment, set a date for a follow up meeting. Make a note of any questions, concerns, or objections so that you can respond in the future.

### 3. Follow Up, and Follow Through.

Right after the meeting, prepare to follow up with the member of Congress, and follow through with any commitments you made. Send a thank you letter, along with a summary of the meeting to the person you met with along with any materials or information you offered. Decide what's the next step and be persistent.



# Pledge for a New Foreign Policy

---

**A**s our nation works to end the threat of terrorism, we must draw on our core democratic values to guide us to safety. Recognizing the need to ensure security for all Americans, I, \_\_\_\_\_, pledge to my constituents in (state) \_\_\_\_\_ (district) \_\_\_\_\_ and to the American people that I will support the following solutions for a safer world.

Recognizing that we face no greater threat than that posed by weapons of mass destruction, I will work to make the American people more secure by devoting my efforts to controlling and reducing nuclear arms and other weapons of mass destruction.

I will protect Americans from the proliferation of weapons of mass destruction by opposing funding for the development or testing of new nuclear weapons. I will also oppose missile defense and space weapons systems because they increase the risk of proliferation.

I will vote in favor of programs and agreements designed to reduce and secure the world's existing nuclear stockpiles.

**Recognizing that the American people share a deep commitment to human rights and democracy, I will work to make those ideals central to US foreign policy. Selling or giving weapons to dictatorships and human rights-abusing governments fosters bitterness and resentment towards our citizens.**

I will strengthen regional stability, democracy and human rights by opposing arms transfers and military training or assistance to human rights abusing governments, as determined by the State Department, on both an individual country basis and as a matter of policy. I will support efforts to regulate and control the international arms trade.

**Recognizing that global institutions and agreements are paramount to ensuring global stability, and security for US citizens, I will work to strengthen international law and the use of diplomacy to resolve global conflicts.**

I will strengthen international law and international stability by opposing the doctrine of "preemptive attacks."

I will promote and support international systems which foster global cooperation and respect for law and treaties such as the United Nations and the International Criminal Court.

---

Signature

---

Date

**I**t's time to take back our voice in government. On October 10, 2002 Congress relinquished its Constitutional duty by voting for the resolution for the use of force against Iraq. This year, on the anniversary of this event, we will launch a major grassroots campaign for a new foreign policy. Citizens around the nation will demand strong leadership from those who represent them. We need a foreign policy that supports human rights and democracy, nuclear disarmament, and international cooperation.

Together, we can change this country's direction.

[www.Peace-Action.org](http://www.Peace-Action.org)

Be a  
**Voice**  
for  
**Peace** and  
**Democracy**



M o b i l i z a t i o n f o r

O c t o b e r . 1 1 . 2 0 0 3

N a t i o n a l A c c o u n t a b i l i t y

MEMBRO03

**I am a voice for Peace and Democracy!**

I want to get involved with the Campaign for a New Foreign Policy and the Mobilization for National Accountability in October, 2003.

**Here's how I can help:**

I will support these efforts by becoming a **Peace Action member**. (Just fill out the donation info on the right, or include a check with this form)

Add me to the email **Action Alert Network**, so I can receive important updates.

Contact me about training opportunities on this campaign.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Visa/MC/Discover # \_\_\_\_\_ Exp. date \_\_\_\_\_

Donation amount: \$250 \$35 \$60 \$100 Other \$ \_\_\_\_\_

Send this form, along with your donation to: Organizing Dept., Peace Action,  
1100 Wayne Ave. Ste 1020, Silver Spring, MD 20910

**Peace Action**