



## Turnout Meeting Script

**Goal:** BRIEFLY help group understand the importance of the citizens' meeting, visualize what will happen at the meeting, get them to commit to attend and tally the number of people they'll bring with them. A bit of a pep rally followed by a commitment to bring people to the citizens' meeting. Every member of the community group should aim to bring at least 3-5 people to the turnout meeting. Meeting should last 30 minutes max.

### Meeting Script:

1. **Turnout Chair:** give 5 minute synopsis of why campaign is taking place, what's happened so far, how this meeting will help move toward / ensure victory.
2. **Organizer:** Take 5 minutes to visualize meeting. Set up chairs to represent audience. Set up chairs to represent City Council in attendance. Imagine hundreds of people in this room voicing their opinions and their support for this initiative. Who are the most important people in the room? Not the politicians. The citizens! When they feel empowered, they'll continue to support and feel invested in the campaign and will be able to apply enough pressure to get City Council's support.

How will we get to this critical mass of people? There are two strong motivators in society – organized money and organized people. We don't have the money, but we can organize the people. If everyone in this room brings three friends or family members to the meeting and every one of them agrees to bring three more, we'll have 13 people at the meeting for every one person in this room. Can we do it? (pass out pieces of paper and pens) Everyone take a minute right now to think of people you can bring to the citizens' meeting. Write their names down on the paper.

*5 minutes later:* ok, now we're going to go around the room. Everyone share how many people you can commit to bring to the meeting. Include yourself in your number. (Turnout chair is at a flip chart in the front of the room, tallying numbers. Cheer / clap after each person speaks. Turnout chair then totals up the numbers)

*If you're at your attendance goal:* Awesome! Now we all have to live up to the promise we just made to everyone here tonight. I'll see you all at the meeting!

*If you're not at the attendance goal:* ok, now we're xx below the number of people we want to attend. What will it take to get there? Who else can we talk to? What else can we do? (Gather responses from the group.) Who can commit to doing that? Who can commit to bringing more people and how many more? Ok! Let's do it!