

LABOR/COMMUNITY COALITIONS

COALITION **BUILDING**



**GETTING
STARTED**



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We are the “Salt of the Earth” Solidarity Activism



- We are all members of a community and as postal workers; the Constitutional freedoms we have should be both exercised and protected. There are some who seek to silence our voices. There are attacks being made on our rights to have a postal service for all the people. In today's world big corporations, political lobbyists, conservative think tanks, and many of the rich (1%) want to privatize the over \$64 billion dollar a year revenue maker, and stuff some of those monies into their own pockets by taking the service organization over and simply making it a cash cow for the rich investors. Our own managers of the Postal Service seem eager to turn their back on their employees and customers and piecemeal our work to other private corporations, slow down our prompt service, consolidate and close our facilities and post offices, and stop home delivery.
- It's up to us to save the Postal Service. We have to protect the service that binds the country together. In short, we need to pursue justice and promote common good. Postal jobs are valued by our veterans, and we are supposed to be a government model employer for all. Postal jobs are union jobs which stand for living wages, good working conditions, rights and benefits that are deserving of all workers in all communities. The sad fact is that there are many jobs in our community that don't provide these benefits. We have to protect these jobs and services for our community for our children and our grandchildren. We can act together to protect this agency that has good jobs and good service. It belongs to the people of this country. Our communities can make a difference. It will only happen with an active community coalition movement. We hope this booklet will help you get started building your community coalition.

WE ARE CONNECTED

TO OUR COMMUNITY

- If you are a Local President meet with the Executive Board on building a team to work on build a community coalition.
- If you are a Local Member, Local Union Activist, Retiree, or Auxiliary Member go to your union meeting and volunteer to help get a community coalition started.
- Our Members are already connected to many community organizations such as church, school, civil rights groups, other unions, organizations for Seniors, Veterans, and Youth groups. Ask them for help and if their organization is open to sending representatives to a coalition meeting.
- Our members can play an enormous role in connecting and building a powerful force to help save the People's Postal Service and community.

Postal issues affect everyone!

This is what a Community Coalition can look like when they are in action. Key to this movement is:

1. How did they get there? **It starts with the Local.**
2. Who is participating ? **The Community**
3. What are they doing? **Planned Actions, Building Power**
4. Who else knows about the work they are doing? **Media, legislative leaders, and the community**
5. What will it accomplish for APWU? **Community Support, legislative action, and pressure to protect postal services**



Tucson Vice Mayor Richard Fimbres met with U.S. Rep. Martha McSally, city leaders, state representatives, union members and residents to discuss strategies to combat the closure of the Cherrybell facility.

Surveys were produced for Tucson Businesses and for the Tucson Community. Plans were made to have a Congressional Hearing and possibly utilize community witnesses to share the stories about the degradation of the mail service, and the costs to the community & businesses. The results have awakened the Congressional Members to also take action to save the Postal Service.

Basic Group Support for a Coalition



Setting Goals for the Coalition

Short-term

Starting the Process

- Decide what kind of coalition you want to build to bring in the most activists
- Research if a coalition is already organized that you can become a part of instead of re-inventing the wheel. Find the movers and the shakers.
- Create a timeline for urgent drives
- Convene a Meeting, attend a meeting
- Utilize multiple kinds of sub-committee meetings, assign different tasks, working on multiple levels, and working with other leaders.
- Train activists
- Hold regular scheduled meetings
- Assign tasks
- Create a phone tree to legislature and congressional members
- Create a coalition members phone tree,
- letter-writing campaign
- Mobilization & motivation committee goals
- Media committee
- Research committee
- Ordinance drafting, legislative committee

Long-term

Create a Vision for Community

- Build a permanent labor-religious-community coalition for better services to the community, and better workers rights
- Produce a large list of endorsing organizations within the communities you decide to reach out to. Keep updating the list.
- Each member at every event and meeting should bring three to five new people
- Creating a fund-raising campaign
- Mentoring Young and Seasoned People into the coalition
- When bringing in other organizations, you need to intersect their interests with the coalition's interests
- Send members to each others organizations and events to show support and find that common thread
- Start a team mentoring program to get more union involvement from your own members.
- Utilize the AFL-CIO, and reach out to the Central Labor Councils they may have programs and usually know about people that can help you organize or join an existing coalition

Organizing a Coalition

- Have an introductory meeting. Start by organizing an evening meeting with a social event like a potluck at a recognizable neighborhood facility, church, school or recreation center. (sign-in sheet)
- Choose a focus, a facilitator, an appropriate name, and the first goal you will decide to build upon (saving the community's postal service). This goal covers better service, a solution to pay day lenders, more community jobs, protection of community jobs, living wages, health care, retirement, expanded services to help the community, voting by mail to bring back democracy and a way to bring back the community center at local post offices. Be an example to others what coalitions can do to make a difference.
- Choose a vision statement that's positive and inspirational. It should say what the coalition is striving for and empower the organization to go forward from one goal to the next.
- Write a strategic plan together, designate someone to record every concern and solution and any action or votes taken.
- Decide how you want to operate. Meet once a month and on the same day and time. Talk about appointing positions as the group develops and how you want to operate as a group.
- Get an answering machine, a phone line and a website. Assign a person to these tasks. Get a post office mailing address, post office box, stationary printed and business cards.
- Look at getting a bank account, for donations, record how money is spent, save receipts and write on back the item, date and reason for purchase.
- Set up a filing system on your website for media lists, financial records, reference materials, fact sheets, form letters to members, to the public, welcome letters for new members, and thank-you letters. Acknowledge donations promptly and place the acknowledgements on your website if you have their permission.
- Get a bulk mail permit if you intend to send out mailings to your community contacts don't forget "every door direct"
- Assign someone to prepare: media lists, newspapers, TV, radio, e-mails, social media, and set a deadline.

Do not become discouraged if only a handful of people attend. Analyze the reasons and make adjustments for the next meeting. Who is missing? Invite them to the next meeting. Movements start with a small core and build!

Managing Your Coalition

Remember that you need a strong campaign plan and it needs to include goals of other organizations as well , and to prioritize those goals. You must continue to effectively recruit, organize and build up leaders so that your coalition will be easy to manage.

- Give people specific tasks and titles
- Do things just don't talk about them, be action orientated
- Follow through and follow up with your team leaders, help them or find them help if they need it
- It is a good idea to assign one person as the “event’s coordinator” to be responsible for making sure the project or event happens.
- Be democratic, leaders should be consulted with and given feedback. They cannot be bossed around, help them and give them guidance on what they should be doing. If training and resources are needed, take the time to provide them. Give recognition and show appreciation.
- Regularly hold training and skill-sharing sessions with the coalition
- Create a community- have picnics, social events and bring new recruits to the events
- Make a list of volunteer assignments that fit different skills, interests, and time commitments. Everyone should be doing something and make sure to continue to delegate.

Meetings

Meetings must have a purpose and must be geared towards an action, too much time spent talking can kill the coalition. Meetings should include: planning, brainstorming, involving people with tasks, and making decisions. Information sharing should take place via e-mail, phone, website and by mail.

STEPS NEEDED TO MAKE THE MEETING EFFECTIVE AND EFFICIENT

- At the first meeting the facilitator outlines rules for the meeting. The facilitator needs to respond to how questions and concerns are voiced, and how to reach a conclusion on matters that occur. There are different ways for democratic decision making: majority vote, or consensus based. Have the group decide which is best for their coalition.
- Start the meeting on time, stick to the agenda, and finish on time.
- Easy action items should be brought up first, followed by moderate, and then difficult items. Background material should also be presented on all items that need action.
- Each agenda item should be brought to the group and worked on as a proposal.
- Time is allocated for people to ask questions as well as raise concerns, and modify proposals.
- The group reaches a decision that is acceptable for vote.
- People then must agree to take on a specific task in order to help implement the proposal. Assignments should be made, not just wait for volunteers.
- Summarize the meeting results and the follow up commitments each person made, and thank them. Make sure it is clear who to contact if problems should occur with the task.
- Do a follow-up after the meeting. Look at items that did not get addressed or resolved and place them on the next meeting agenda. Check if everyone participated, and get information on any newcomers. Remind people of their commitments. Talk to newcomers again about the meeting and assess their interest for getting involved and assign them a task if they have none. If problems occur in the meeting that you need help with, look on line for resources such as Basic Guide to Conducting Effective Meetings.

Planning Actions

**Campaigns consist of a series of interconnected events.
Utilizing these steps can help with the planning stages:**

1. What is the goal of the event? What kind of event will best be achieved within your budget? Will you be able to generate media, recruit volunteers, educate the public, and build leadership at your event? Are we trying to reach the business customers, media or the decision makers at a particular site?
2. Recruit reliable and committed activists and organizations to help organize the event, hopefully they are members of the coalition. Try to recruit new activists to help with the event. It is critical to assign someone to oversee that the tasks needed are getting done, like an event coordinator.
3. Choose your audience. If you want to raise money and get more business involvement then your audience should be those that would be interested in your campaign and who has some money to spare. You may have the activity located near a range of people and organizations who could possibly donate to your cause. The goal determines the site that you choose.
4. Critically assess each option before reaching a decision on an action. Thoroughly research the option, and make sure you've looked at the pros and cons. Make sure the coalition will feel comfortable with it and has the experience to pull it off. Think about what kind of response you will get and slowly build up to more confrontational tactics to get the response you need.
5. The date of the event should be well thought out. Look at the weather, other events that may be occurring in town, and give the coalition enough time to prepare for success. Make sure the key people are available on that date. Contact media the morning of the event as well asking for their commitment.
6. Identifying the location is most critical. Make sure it fits the people you will need to attend. Scout the location in advance. Does it have restrooms, parking, transportation, is it quiet, is there heating and easy access to the public & media? Is it a site you can use for free? Check if it has public access with no restrictions. Do you need police protection?
7. A budget must be determined. Do you have the money or donated items to make the event successful? Don't forget safety, will you need water or food? Do you need your own security?
8. Write the plan. Visualize the event so that you can imagine all the details that are needed. Ask for advise of those who have planned similar events. Assign tasks and deadlines when they need to be completed. Don't forget to have an "event coordinator" to manage and pull it all together.

Coalition Activities

Group mass petitions	Radio, Newspaper
Declarations from groups	TV talk shows, TV News
Leafleting, Phone zapping	Cable TV Shows
Legislative visits	Video/Explanation
Group lobbying	Civil activities
Flash Mobs, sit-ins	Community picnics
Town Hall meetings	Social Events Education
Press conferences	Letter writing campaign
Political mailings	Letters to the Editor
Mailings door to door	Billboard advertising
Phone banking	Posters, Art Work
Picketing, rallies	Message in a picture
Vigils, Street Speaking	Visits to Community Sites
Marches, Parades	Visits to Capital
Economic Boycotts	Targeting Officials
Hunger Strike	Performances, skits
Mock funerals	Chamber of Com. Meetings
Teach-ins	Council Meetings

SAMPLE EVENT WORKSHEET

TASK RECRUITMENT	Who	Due
Invite allies to strategy meeting	Ann	July 1
Invite friends & family	John	July 1
Contact local activists	Dave	July 1
Phone activists & invite	Dave	July 2
Materials Design	Who	Due
Make leaflets	Brian	Aug 1
Make banner	Julie	Aug. 1
Signs & Balloons	Julie	Aug. 1
Action Plan	Who	Due
Invite interested parties to finalize	Alice	Aug 4
Do research on this action	Nat	July 1
Do site check	Sarah	July 2
Create Action Plan	Nat	July 4
Develop back-up plan	Nat	July 6
Finalize protest scenario	Leah	July 6
Warn owner the campaign event	Sarah	Aug 5
Coordinate transportation to & from	Ann	Aug 1
Media Strategy	Who	Due
Get media list for area	Dave	Aug 1
Call & fax media advisory circulate	Dave	Aug 5
Call & fax advisory to media	Dave	Aug 6
Finalize press release	Brian	Aug 6
Prepare press packets	Brian	Aug.6
Designate media liaisons & greeters	Jane	Aug 6
Prepare spokespeople talking points	Brian	Aug 6
24-48 hours before Event	Who	Due
Call & confirm attendees/volunteers	Sam	Aug 6
Send reminder to e-mail lists	Sam	Aug 6
Phone Bank participants of event	Sam	Aug 6
Day of Event	Who	Due
Fax out press release call media	Dave	Aug 8
Bring materials for activity	Julie	Aug 8
Water, snacks, tent	Rick	Aug 8
Bring clip boards sign-ups etc.	Dave	Aug 8
Collect contacts reporters/interviews	Brian	Aug 8
Present with letter/petition	Joe	Aug 8
Do follow-up press calls/media	Brian	Aug 8
Send photos & report to media	Joe	Aug 8
Clean-up crew	Sue	Aug 8

Guide to Planning a Town Hall Meeting

Purpose:

A Town Hall Meeting can help you identify people and organizations interested in building a coalition. Remember to invite and partner with other groups in the community, not just other unions.

Developing a Plan and assigning tasks:

- Form a committee, write down and delegate tasks
- Select location and date
- Set up format and an agenda
- Invite panelists, and prepare theme for the event
- Select a moderator or facilitator, and a timekeeper
- Promote the event (media, social media, newspapers, etc.)
- Invite Public Officials
- Assign volunteers for the event
- Recruit attendees
- Keep a checklist for Days Event

(see sample sheets pages 14-16)

When to Schedule:

A weekday event in the midday or early evening is best for reporters & community not as easy on the weekend.

Who Should go:

Employees, economist, local elected officials, community leaders, union leaders, city council, mayor, celebrity advocates for the community, lots of media (prepare press release kits)

Setting Up the Room:

Banner behind the podium, posters, place for speakers to sit, theater style seating, table near entrance, sign-in sheet, flyers, buttons, fact sheets, petitions, mikes for Q and A and panel, video tape or have a photographer,

SAMPLE AGENDA

- Welcome, Introductions, Open Remarks (5-10 minutes)
- Present a video (5 minutes)
- Present a Power Point (15 minutes)
- Panel discussion by Guests and legislative members (20 minutes)
- Audience Questions (20 minutes)
- Recommended Actions and strategies for a community coalition
- Action commitment Sign-up (have sign-up forms ready)
- Closing and Thanks (5 minutes)

Supplies		Assignments	
		Task	Person(s) Responsible
Audio-Visual			
Laptop, Projector, Screen	<input type="checkbox"/>	General Coordinator	
Power, Extension cords	<input type="checkbox"/>	Room Set Up Crew	
Locate outlets	<input type="checkbox"/>		
Flip chart, Markers, Easel	<input type="checkbox"/>		
Table for A/V equipment	<input type="checkbox"/>	Audio-Visual, Laptop/Screen	
Microphone	<input type="checkbox"/>		
Batteries	<input type="checkbox"/>		
USB	<input type="checkbox"/>	Preparing PPTs/Videos	
Internet/Wi-Fi	<input type="checkbox"/>		
		Sign-In Table	
Meeting Room			
Direction signs to room	<input type="checkbox"/>	Campaign Materials Table/ Distribution/Volunteer Forms	
Sign-In sheets	<input type="checkbox"/>		
Campaign materials	<input type="checkbox"/>		
Call-In Flyers	<input type="checkbox"/>		
Letter Template Pack	<input type="checkbox"/>	Refreshments & Food Crew	
Volunteer/Action Form Pens	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Tables	<input type="checkbox"/>	Greeters	
Podium	<input type="checkbox"/>		
Water for speakers	<input type="checkbox"/>		
Decorations/banners/signs	<input type="checkbox"/>	Media Spokespersons	
Refreshments			
Table/table cover	<input type="checkbox"/>	Social Media/Twitters	
Refreshments/Food	<input type="checkbox"/>		
Plates/cups/utensils	<input type="checkbox"/>		
Napkins	<input type="checkbox"/>		
Trash cans	<input type="checkbox"/>	Clean-Up/Break Down Crew	

TOWN HALL MEETING SIGN-IN SHEET

DATE:

Keeping the Coalition Organized

Information Lists

Keep lists of elected officials

Congressional Members, County and State Legislators

City Councils, Mayor, Town Supervisors, etc.

Keep lists of members and groups that are part of the coalition

E-mail, phone, and address

List of Media Group Contacts

e-mail, phone, address, contact person

List of Resources that support your activities

Advocacy groups that lend themselves to local coalition building, site for permits, centers for activities

Sample Lists of Elected Officials

Mid-Hudson Elected Officials [Read-Only] [Compatibility Mode] - Microsoft Excel

	B	C	E	F	G	H	I	J	K	L	M	N	O	P	
1	first_name	last_name	title	organization	primary_email	secondary_email	primary_phone	secondary_phone	primary_fax	secondary_fax	primary_address_1	primary_address_2	primary_city	primary_state	
2	Kenneth	Zebrowski	Assemblymember	District New York State Assembly	zebrowskik@assembly.state.ny		845-634-9791	518-455-5735			67 North Main Street		New City	NY	Roc
3	Ellen	Jaffe	Assemblymember	District New York State Assembly	jaffee@assembly.state.ny		845-624-4601	518-455-5118			1 Blue Hill Plaza, Ste. 1	POB 1549	Pearl River	NY	Roc
4	Vacant		Assemblymember	98 New York State Assembly										NY	Ora
5	James	Skoufis	Assemblymember	District New York State Assembly	skoufis.j@assembly.state.ny		845-463-6929	518-455-5441	845-469-0914		11 Main Street		Chester	NY	Ora
6	Aileen	Gunther	Assemblymember	District New York State Assembly	gunthea@assembly.state.ny		845-342-9304	518-455-5355			Middletown City Hall, 3rd floor, 16 James Street		Middletown	NY	Ora
7	Claudia	Tenney	Assemblymember	District New York State Assembly	tennyc@assembly.state.ny		315-736-3879	518-455-5334	315-736-3947		4747 Middle Settlement P.O. Box 627		New Hartford	NY	Ora
8	Peter	Lopez	Assemblymember	District New York State Assembly	lopezP@assembly.state.ny		518-295-7250	518-455-5363			113 Park Place Suite 6		Schoharie	NY	Uls
9	Kevin	Cahill	Assemblymember	District New York State Assembly	cahillk@assembly.state.ny		845-338-9610	518-455-4436			Governor Clinton Bldg. Suite G-4	1 Albany Ave	Kingston	NY	Uls
10	Frank	Skartados	Assemblymember	District New York State Assembly	skartadosf@assembly.state.ny		845-562-0888	518-455-5762	845-561-5218	518-455-5593	154 North Plank Road Suite 2		Newburgh	NY	Ora
11	Kieran	Lalor	Assemblymember	District New York State Assembly	lalork@assembly.state.ny		845-221-2202	518-455-5725	845-221-2225		North Hopewell Plaza, Suite #1, 1075 Rt. 82		Hopewell Junction	NY	Dut
12	Didi	Barrett	Assemblymember	District New York State Assembly	barrettD@assembly.state.ny		518-828-1961	518-455-5177	518-828-5329	518-455-5418	751 Warren Street		Hudson	NY	Col
13	Steven	McLaughlin	Assemblymember	District New York State Assembly	mcLaughlins@assembly.state.ny		518-272-6149	518-455-5777	518-272-6313		258 Hoosick Street, Suite 109		Troy	NY	Col
14															
15	David	Carlucci	Senator	District 38 New York State Senate	carlucci@nysenate.gov		845-623-3627	518-455-2991	845-624-0424	518-426-6737	95 South Middletown Road		Nanuet	NY	Roc
16	William	Larkin	Senator	District 39 New York State Senate	larkin@senate.state.ny.us	(845) 567-1271/(518) 455-2770					1093 Little Britain Road		New Windsor	NY	Ora
17	Greg	Ball	Senator	District 40 New York State Senate	gball@nysenate.gov	(845) 279-3771/(518) 455-3111/(845) 279-715/(518) 426-697		1441 Route 22, Suite 205			Brewster	NY	Dut		
18	Terry	Gipson	Senator	District 41 New York State Senate	gipson@nysenate.gov		845-463-0840	518-455-2303			3 Neptune Road, Suite A19B		Poughkeepsie	NY	Dut
19	John	Bonacic	Senator	District 42 New York State Senate	bonacic@nysenate.gov	(845) 344-3311/(518) 455-3181				201 Dolson Avenue, Suite F		Middletown	NY	Ora	
20	Kathleen	Marchione	Senator	District 43 New York State Senate	marchione@nysenate.gov	518 371-2751/(518) 455-238	518 371-2753/(518) 426-6982	Halfmoon Town Plaza				Halfmoon	NY	Col	
21	Cecilia	Tkaczynski	Senator	District 46 New York State Senate	tkaczynski@nysenate.gov	845-331-3810	518-455-2470			42 Crown Street		Kingston	NY	Uls	
22	James	Seward	Senator	District 51 New York State Senate	seward@nysenate.gov	(607) 432-5522/(518) 455-3131				41 South Main Street		Oneonta	NY	Uls	
23															
24															
25															
26															

Communicate with Your Elected Officials

- Learn about your Senators and Representative. Read their website. Find out about their background and what motivates them to public service. Read their blogs, and what news outlets they utilize. Your Coalition may find commonalities that can provide a way to establish a relationship. Set up the personal meeting with your members of Congress and bring a network of the coalition representatives to join the meeting showing your strength.
- Be prepared to discuss the issues around the Peoples Postal Service. Share specific stories about the impact of the piece of legislation, or action you want the official to take.
- Set expectations for the meeting and assign roles. Make sure the members of the group know their talking points.
- Be on time, and honor general etiquette.
- Clearly state who you and your team is representing and the interests you are representing.
- Take notes. This will help with your evaluation and follow-up.
- Ask for a commitment. Bring a commitment letter of intent, proclamation, discuss their vote and make sure it is clear what the community wants.
- Debrief with your team after the meeting and assign next steps. Make sure to send a follow up thank you card to the members & staff , provide additional information and have your team sign the card.
- Keep records on each member and build your relationship as a trusted source for them.



Petition Congressional and Legislative Members and Community Organizations

- **Send a letter to each Congressional and Legislative Member**
- **Have Members & Family Members send Letters**
- **Make Phone Calls to Congressional and Legislative Members**
- **Visit Mailers who are affected and go on radio shows to tell Union Members and the public, to Contact Congressional Members (through e-mails, social media, newspapers).**
- **E-Mail a letter to each Congressional and Legislative Members**
- **Have petitions signed for a Congressional and Legislative Member to take action**
- **Have a Rally at the Congressional Member's Office and ask the Congressional Member to have a support "press release"**
- **Find out the Congressional Member's Schedule while on recess and visit the Congressional Member with the coalition members.**
- **Attend one of the Congressional and Legislative Member's Local Activities**
- **Letters to the editor on the Congressional Members position**
- **Go on face book, twitter and interview with reporters. Blast : faxes, e-mails, mailing labels, letters, to the Congress**
- **Go to Legislative town hall meetings , get interviewed on TV and radio**

Sample Lists of Media Contacts

2013 HVALF Media Contacts [Read-Only] - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K
1	Name	Title	Outlet	Phone	Fax	E-Mail	Routine	Town			
2	Andrew Hawkins	Managing Editor	City & State	646-442-1617		ahawkins@manhattanmedia.com	Weekly-Print	Capito			
3	Adam Lisberg	Editor	City & State	212.894.5417		editorial@manhattanmedia.com	Weekly-Print	Capito			
4	Darren Bloch	Exec. Director	City & State	646.442.1623		dbloch@manhattanmedia.com	Weekly-Print	Capito			
5	Celeste Katz	Blogger	Daily News-Daily Politics			ckatz@nydailynews.com	Daily-Print/Web	Capito			
6	Casey Seiler	Capitol Bureau Chief	Times Union	(518) 454-5619		cseiler@timesunion.com	Daily-Print/Web	Capito			
7	Jimmy Vielkind	Reporter	Times Union	(518) 454-5081		jvielkind@timesunion.com	Daily-Print/Web	Capito			
8	Rick Karlin	Reporter	Times Union	(518) 454-5758		rkarlin@timesunion.com	Daily-Print/Web	Capito			
9	Lisa Colangelo	Labor Reporter	Daily News			lcolangelo@nydailynews.com	Daily-Print/Web	NYC			
10	News	Room	Daily News	(212) 210-2100	(212) 643-7832	news@edit.nydailynews.com	Daily-Print/Web	NYC			
11	News	Room	NY Times			news-tips@nytimes.com	Daily-Print/Web	NYC			
12	Dean Baquet	Managing Editor	NY Times			nytnews@nytimes.com	Daily-Print/Web	NYC			
13	John Seeley	Greater NY Editor	Wall Street Journal			john.seeley@wsj.com	Daily-Print/Web	NYC			
14	Kevin Delaney	Managing Editor, WSJ.com	Wall Street Journal			k.delaney@wsj.com	Daily-Print/Web	NYC			
15	Liz Benjamin	State of Politics Blogger	YNN			liz.benjamin@ynn.com	Daily-TV/Web	Capito			
16	Nick Reisman	Capitol Correspondent	YNN			nick.reisman@ynn.com	Daily-Print/Web	Capito			
17	Brian Tumulty	DC Correspondent	Gannett/Journal News			btumulty@gannett.com	Daily-Print/Web	DC			
18	Jon Campbell	Capital Blogger	Gannett			jcampbell@gannett.com	Daily-Print/Web	Capito			
19	Cara Matthews	Capitol Blogger	Gannett			clmatthe@gannett.com	Daily-Print/Web	Capito			
20	News	Room	WAMC	(518)465-5233	(518) 432-0991	news@wamc.org	Daily-Radio/Web	Capito			
21	Alan Chartock	President	WAMC	(518)465-5233		alan@wamc.org	Daily-Radio/Web	Capito			
22	Karen DeWitt	Capital Correspondent	WXII			kdewitt@wxii.org	Daily-Radio/Web	Capito			
23	David Lucas	HV Bureau Chief	WAMC	(518)465-5233		dilucas@wamc.org	Daily-Radio/Web	Capito			
24	Patrick Donges	Assistant News Director	WAMC	(518)465-5233		pdonges@wamc.org	Daily-Radio/Web	Capito			
25	Britton, Katie	News/Program Director	WAMC	(518)465-5233		kbrnition@wamc.org	Daily-Radio/Web	Capito			
26	Phillip Anderson	Editor	The Albany Project			philip@thealbanyproject.com	Daily-Web	NYC			
27	Rich Boatti	Organizer	Act Now			rich@actnowny.org	Daily-Web	NYC			
28	News	Room	AP			info@ap.org	Daily-Wire	NYC			
29	Albany	Bureau	AP	(518) 449-7131	518-426-2286	apalbany@ap.org	Daily-Wire	Capito			
30	NYC	Bureau	AP	(212) 621-1670	212-621-1679	APNYC@ap.org	Daily-Wire	Capito			
31	News	Room	UPI			newstips@upi.com	Daily-Wire	NYC			
32	News	Room	Bloomberg	212 318 2300	212 617 5999		Daily-Wire	NYC			
33	Ty Trippet	News Editor	Bloomberg News	212 617 2443		ttrippet@bloomberg.net	Daily-Wire	NYC			
34	Meredith Balenske	News Editor	Bloomberg Government	202 654 7356		mbalenske@bloomberg.net	Daily-Wire	NYC			
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ACTIVITIES THAT RAISE MONEY

Creativity is key to a successful fund-raising event

- A budget plan should be made that details how money will be secured and when. What are the goals and objectives for the fundraising operation during the campaign. Set deadlines for achieving those goals. Ask for donations and volunteerism at your coalition meetings and events. Ask personally and publicly.
- Identify potential sources: contributions, membership dues, grassroots fundraising events
- Apply for a non-profit organization c(3) status, which means you are tax exempt, and the organizations that donate to you can deduct the donation from their taxable income. Or find an organization already with exempt status that will house you under their c(3) status called a fiscal sponsorship. Information on this can be found on the internet Fiscal Sponsorship: “6 Ways To Do It Right” by Gregory Colvin and also verify it with the IRS.
- Make plans on the number, type, and timeline of income, events, direct mail solicitations, and telemarketing endeavors. Include a program to thank contributors and always keep them included on updates and invite them to events of the coalition.
- Create a fundraising team responsible for the movement of cash, recordkeeping, and ensure that all applicable laws and reporting requirements are met. Recruit and manage helpers.
- Make a list of all those contacts include supportive groups and organizations that could support the campaign through volunteering, donations or both.
- Prepare before asking for donations, make it professional, provide professional tools about the coalition and its goals, give examples of events, and provide evidence that you can win. Ask their opinion, listen and ask for the donation. Thank them, and follow-up if it is a pledge.

Maintaining the Momentum

Don't assume that people who are there as part of the coalition will leave their own personal agendas at the door. Identify their agendas get them on the table and find ways to address them as well. Make a checklist of 10 to 15 goals so that everyone knows where you are going one goal at a time. Saving the People's Post Office can be a project that brings the coalition's first success. Saving a plant or post office, postal banking, and vote by mail placed on the ballot for the State, are just some examples of projects to work toward.

Validate the history and contributions of all your coalition members, for their past efforts as well as their participation helping to launch this new coalition. The underlying definition of a coalition is "**more**".

Your asking for more time, more energy, and more effort, so make the next meeting worth their while. Keep hope and enthusiasm alive while Saving the People's Post Office. Success will come when the community sticks together, becomes active and stands strong.

Never lose sight of the fact that changing and organizing a community takes time, effort and perseverance. The rewards will be worth it.

LETS BUILD COMMUNITY COALITIONS
AROUND THE COUNTRY !