



Sample Local Action Campaign

Skip the Stuff is a national campaign launched through UPSTREAM's National Reuse Network. For more information, visit: bit.ly/skipthestuff

We are providing you with this sample organizing strategy in case you want some good ideas to ramp up your campaign.

1. Create a Local Campaign Coalition

- Invite people/organizations to participate. Some groups to consider:
 - ✧ Watershed groups
 - ✧ Environmental justice groups
 - ✧ Climate activists (yes, this is a climate issue)
 - ✧ Youth groups / teachers (anti-plastic, climate, and zero waste focused)
 - ✧ Seniors groups
 - ✧ Anti-incineration activists (if your trash is being incinerated)
 - ✧ Representatives of under-served areas of the community that are highly impacted by trash
 - ✧ Zero waste business leaders
- Establish regular meeting schedule
- Create comms, policy, and outreach subcommittees
- Create a [campaign plan](#)
- Keep the national campaign informed – assign someone as a lead contact who will participate in monthly Skip The Stuff meetings.

2. Form a Legislative Committee

- Legislative subcommittee meets with staff – share policy language; work on policy language with legislator/staff.
- Identify legislative targets
 - ✧ Meet with legislative targets – identify key issues/obstacles
- Choose action assets – how will you build pressure on the legislative targets?
 - ✧ [Petition](#)
 - ✧ [Sign-on letter](#)
 - ✧ [Social media](#)
- Work with comms and outreach committee to put pressure on key legislators
- Set timeline for campaign/ordinance introduction
- Identify appropriate city commissions/agencies to meet with:
 - ✧ Office of Economic Development
 - ✧ Small Business Commission
 - ✧ Recycling/waste agency and commission
 - ✧ Public Works – whoever is in charge of litter control and cleanup



3. Form an Outreach Committee

- Meet with key business stakeholders – discuss restaurant cost savings, litter reduction potential (use [fact sheet](#)); identify their concerns:
 - ✧ Chamber of Commerce
 - ✧ Restaurant association
 - ✧ Business improvement districts
 - ✧ Restaurants
- Consider doing a survey of local restaurants – keep it short!
 - ✧ What accessories do they offer?
 - ✧ Do they give them out automatically or on request?
 - ✧ Describe what opt-in would look like...
 - What are their key concerns?
 - Do they think they would save money?
 - Would they support the legislation?
- Find youth organizations to support:
 - ✧ Brainstorm how to engage students, scouts, environmental youth groups
 - ✧ Connect with teachers doing watershed and plastic pollution curriculum
 - ✧ Find someone willing to take the lead on engaging kids – showing up in costumes, reaching out via social media and video to legislators, etc.
- ID other key community stakeholders/constituencies and develop engagement strategies:
 - ✧ Seniors
 - ✧ Neighborhood councils and associations
 - ✧ Moms groups, PTAs, etc.
 - ✧ Creek and watershed, anti-litter groups

4. Form a Communications Committee

- Develop communications plan
 - ✧ Webpage/social media platforms for campaign
 - ✧ Identify communications goals:
 - Pressure on legislators – through [direct social media](#), [petition](#), [sign-on letter](#)
 - Engage your constituents in targeting legislators
 - Recognize legislative champions – thank them for leadership
 - General engagement on the issue
 - ✧ [Social Media](#)
 - Target legislators on social media
 - Share action: petition or letter
 - Storytelling: ask individuals to tell stories of needless waste – all the utensils, condiments, and napkins they get when ordering takeout or delivery
 - ✧ [Earned Media](#)
 - Press release
 - LTE
 - OpEd