

POTENTIAL EDUCATION AND PRESSURE TACTICS

Turnout 45 People to City Council / Board of Supervisor Meeting	Put up Yard Signs	Press Conference / Media Event
Send Delegation to Meet Each Council/Board Member	Buy Newspaper Ads	Get 1,000 Signatures on a Petition of Support
Letters to the Editor	Organize a Community Meeting & Invite Community Members to Learn More	Prepare Media Kit
Direct Mail	Secure Organizational Endorsements	Form a Speakers Bureau & Train Speakers
Door-to-Door Literature Drop	Recruit 15 new people to be part of Campaign Committee	Conduct a Public Opinion Survey
Have Lunch with 7 Community Leaders to tell them about the issue and recruit them to get involved	Speak to Allies in City / County Government to Support Us	Peaceful Public Display By Youth
Op-Ed by Community Leader	Feature Story (Print or TV)	Meet with Newspaper Editors to get Positive Editorial
Approach Local Churches to Support Proposal	Picket outside the Council / Board meeting	Go Leafleting Around the Community
Phonebank Lists of Potentially Interested People	Give Presentations at Council / Board Meeting	Web page
Put up Billboards or Signs on Major Streets/Corners	Flyer	Create an Informational Packet & Factsheet
Announcements in Newsletters of Local Organizations	Public Service Announcements (PSAs)	

For more information contact The Center for Tobacco Policy and Organizing at (916) 442-4299 or visit us at www.californialung.org/thecenter.