

**HOLDING YOUR ELECTED OFFICIALS ACCOUNTABLE  
MAKE SURE THE REPS WHO VOTED WRONG FEEL THE PRESSURE AND  
THANK THOSE WHO VOTED RIGHT**

Here are some ideas for accountability organizing tactics. Don't forget to take advantage of opportunities like Labor Day, Earth Day, local events and Election time to get your message out to a broader audience.

**Standard Tactics:**

- Generate calls
- Organizational sign-on letters
- Op-eds
- Letters to the Editor
- Letterwriting campaigns
- Postcards
- Meetings with Elected Officials
- Editorial Board meetings
- Rallies
- Press conferences
- Petitions

**Visits with Elected Officials**

(can also be the subject of press conferences)

- Present "Thank-you" awards, trophies, certificates, fair trade gift baskets (include a bottle of clean water, locally and unionmade goods, copy of the constitution) to fair trade supporters, throw an office party for representatives who voted the right way.
- Present "Job Exporter," "Family Farm Destroyer," or "Corporate Deregulator" awards, X Trade Agreement gift boxes (include dirty water, pink slips, sweatshopmade goods, imported food), or "Second Chance" cards to representatives who voted wrong.

**Other Events with Elected Officials**

- Townhall meetings
- Offer to take your representative on a tour of "Free Trade Victim City" or "Free Trade Disaster Area" or "Job Export Zone" – make this offer public, extend an invitation to the press.
- Publicly challenge your representative to a "NAFTA Jobs Scavenger Hunt". Ask him or her to identify X number of jobs in your area that were created by NAFTA.

**Do-It-Yourself Advertising**

With all of these, it's most important to target areas surrounding the Representative's home or office as well as the highest traffic areas.

- Yard sign campaigns
- Sticker/wheatpasting/fliering campaigns
- Workplace fliering

## **More Visuals**

- Convert a pick-up truck into a traveling billboard.
- Sandwichboards- can be huge pinkslips or just have text. Station people at intersections, outside the district office, or at public events.
- Utilize animals (or people in animal costumes) for representatives in rural areas- put a sandwichboard on someone in a cow costume or encircle a district office with pigs.
- Have a handfull of folks follow the elected official to all public or campaign events, showing up with signs and questions.
- Use puppets, huge pinkslips, or other large visuals.
- Erect a huge thermometer in a public place which keeps count of jobs lost to NAFTA, jobs/farms lost in the district, or a huge scale with jobs lost versus gained.
- Utilize big blown-up visuals of the constitution for democracy/sovereignty argument.

## **Ads**

- Print (Also consider rural and agriculture papers, Spanish, university or other alternative press where applicable- Don't forget organizational newsletters)
- Radio (also consider rural, Spanish or other alternative stations where applicable)
- Billboards
- Bus stops/Subways
- Buses

## **Special Election Time Tactics**

All of the actions above take on a heightened impact near election time, but here are some Additional tactics to consider leading up to Election Day. (Check into election rules first)

- Make a candidate questionnaire/survey/pledge and ask "Will you oppose the FTAA as it is currently proposed?" Publicize the results.
- Go to parades, events, rallies, and debates and let your opinion be known.
- Make a voter guide – describe each candidate's stances on trade.
- Distribute fliers with their voting records
- Call in to talk radio to ask candidates to state their positions on trade
- Host a debate or forum