



Presentation Outline for Speakers on Public Financing of Campaigns (See *WAmend.org* for Speaking on Constitutional Amendment to Overturn *Citizens United*)

Prior to speaking

Make sure you have all necessary props:

- Brochures and handouts
- Sign-up sheets, and clipboards (and pens)
- Contribution box

Know and assess your audience. For example:

- Who are they? What likely preconceptions? How politically experienced and involved are they?
- How familiar are they already with this issue, and with public financing of campaigns?
- What are the expectations of your presentation? What don't they know, that you should convey?

Presentation objectives

At the end of the presentation, we want people to know the answers to: What is public financing of campaigns?

Why and how does it reduce the influence of big donors and restore the voice of average voters? Where is it happening? How does it work?

What is the outcome? Do voters and legislators like it?

What is FDF doing – in Washington State – to bring it about, here?

What can the audience do, to help us?

And answers to any “tough questions” they may ask.

Summary of Points to Make/Elements of the Presentation

1. **Introduce yourself. Say who you are, and who FDF is.**

Briefly - explain why FDF was formed as Washington Public Campaigns in 2003 and what our mission is: The mission of Fix Democracy First! is to promote democracy by ensuring that election results and government policies reflect the will of the people and not the power of money.

2. **Give a preview, of how we are doing this:** through public presentations, media work, direct lobbying, building coalitions, and local organizing to help citizens express their views and lobby their representatives.

3. **How Clean Campaigns work:**

Not mandatory. Public financing is optional (because of Constitutional requirements of the First Amendment) – but it's increasingly attractive to incumbents and other candidates alike.

Candidates qualify by collecting small contributions from a set # of voters in the jurisdiction in which they are a candidate.

After reaching the qualifying level of \$ and/or donors, by accepting public funds, candidates agree to run their campaign only on the public funds provided – that is, not to accept any more private donations, and not to use any of their own money. Public financing can provide the full funding necessary to run both a primary and a general campaign.

We can set the qualifying level appropriate to our state, for candidates to qualify for public financing: For

instance: The number of voters making donations within set limits.

We can toughen the requirements for reporting by third parties that pay for issue ads or attack ads (sometimes called “swift-boating”) – keeping the playing field level, with increases in funds, to reply to the negative ads.

It’s affordable: (Less than--- in the case of Honest Elections Seattle – a latte a month,)

Results are positive.

With public funding, a wider variety of candidates actually run: more women, more people of color, diverse opinions, and candidates who represent previously under-represented constituencies.

Incumbents and candidates no longer need to “dial for dollars.” Instead, they spend more time with voters and issues.

Voters support it: their voice is equal to any lobbyist or big donor

Public policy results: Lower-priced Rx drugs, affordable health care, restricted tobacco ads, etc.

Clean Money legislators have stared down pharmaceutical corps, tobacco, banking, and insurance industries to enact these programs.

Take questions – on how Clean Campaigns work and what are the results.

4. What FDF has done to bring this about in Washington:

Legislative proposals, working with sponsoring legislators:

Eliminate the ban on local programs – to allow cities to implement public financing.

Statewide program to fund judicial races

Legislative action program:

Direct lobbying of key legislators (on committees, key districts)

Indirect lobbying, by organizing “citizen lobby” in each district

Public education and support activities: Presentations, public outreach

Mediawork: publicizing/Op-ed articles/Social media

Public events: forums, etc.

5. What we need

Join Fix Democracy First! as a supporting member. Sign up to receive email updates.

Make a contribution toward our expenses for voter education, lobbying and local organizing.

Talk with friends and neighbors. Explain how public campaigns can restore our voice.

Seek endorsements from groups you belong to, from local media, etc.

Arrange more opportunities (like this) for presentations by a WPC outreach speaker.

Write letters to your local paper, expressing support.

Ask your local legislators to support public financing of campaigns, to eliminate “dialing for dollars” and to restore our citizen voice in lawmaking and public policy.

Participate in public hearings during the legislative session in Olympia

Make a strong pitch for contributions and membership. Pass the \$-collection box. *“Folks, this is the most important change we can fight for, to restore our voice and democracy. It’s a reform that makes all other reforms possible, because once campaigns are financed with public money, legislators and public officials will not be beholden to any special interest – only to the voters. They can do what’s in the public interest.”*

We need a tidal wave of citizen action, public demand, and a financial war chest. We need funds for staff coordination, public education, and to coordinate lobby activities.

6. Answer any questions.

Thank the group for their interest and support. Working together, we can have a government of, by, and for the people!