

Steps towards Passing Action Resolutions with Elected Officials

*Note that these steps are for municipal resolutions. The process for state legislature is slightly different.

Step one: Reflect on your city/ town/ municipality/state

Where are there progressive elected officials?

A surprising number of officials have visited Cuba, and these were our best allies.

Who has a contact with a Councilmember or supervisor?

Reaching out to someone well known to the official to make your introduction is better than a cold call, but cold calls can work too.

Form an organizing committee (3-5 people can do initial planning efficiently)

Step two: Gather your important resources

Find recent articles about Cuba's successes in responding to and containing COVID 19, on the Saving Lives website; savelives.us-cubanormalization.org

* Select articles to inform/educate the elected officials and their staff.

A seasoned lobbyist advised us to have a one-pager with our pitch, nothing longer.

We provided links to a couple of other articles.

* Review Sample Resolutions (San Francisco's is recommended and on website).

Step three: Find a potential City Council, Supervisor or legislative sponsor, (champion)

Contact them to discuss why this Resolution is beneficial and necessary,

Request meeting to consult their aide on the process of sponsoring the resolution.

Step four: Develop an estimated timeline for submitting the resolution,

Consult a staff person/aide of the sponsoring elected official for guidance.

Include enough lead time so that you can build community support in advance of the vote. (originally the SF Supervisor sponsor wanted to introduce the resolution very quickly, but organizers requested 2 more weeks to build strong support.) This led to success!

Step five: Identify prominent and grassroots local allies

Medical professionals, union and community leaders and members, scientists, public health officials, people who have traveled to Cuba, college students, constituents of that district, journalists who might endorse and publicize this effort.

Step six: Build support among sympathetic elected officials,

Who is willing to sponsor and co-sponsor a resolution?

In S.F. the lead sponsor invited the other supervisors to co-sponsor. We sent scores of emails to all the supervisors urging them to co-sponsor, and vote in favor of the resolution (co-sponsorship denotes more enthusiastic support).

Step seven: Develop an outreach plan to request support for passing the resolution

Identify supporters of Cuba Saving Lives resolution who are willing to send emails and call their City Councilperson/ Supervisor requesting their “yes” vote.

In SF we used email and Facebook to outreach to supporters. Twitter and Instagram could also be helpful, especially to reach younger Cuba supporters.

Equally important is linking people with ongoing Cuba solidarity info and efforts.

To do this we are harvesting people’s emails as we organize to pass the resolution.

How can we involve people in ongoing education and solidarity work?

We did this with a short first outreach email asking for endorsements, and a follow-up email making the harder “ask” that they make a public comment (see Toolkit).

On the day of the vote, supporters should call in public comments, speaking in support of the resolution. Provide clear instructions on how to contact the municipal meeting.

Try to be in email and/or phone contact during the municipal meeting. Especially in these times of remote zoom meetings, people waiting to do public comment need to know that others are also waiting. It can take hours before the public comment period is announced.

Step eight: To have wider impact “beyond the choir,” send out a press release to media lists and post on social media.

You can reach out to friendly media contacts in advance of the vote, requesting an article and offering interviews.

Write a press release to have ready to send out immediately after the resolution passes. Have teammates who are ready to respond to media requests and contacts.

Post the vote results on social media. For the future, keep notes on friendly media contacts.

And please report your success to the Saving Lives Campaign,

You can request that your local campaign endorsers be entered on the national endorser list.,

(In S.F. we also enrolled endorsers in our, low volume, Bay Area google group list serv, to receive ongoing news about Cuba. We plan to encourage them to reach out for more endorsers.)

Step nine: **Be sure to reach back out to all who made public comments**, as well as other supporters, to inform them about the vote results. Do thank them for their support!

In SF we are imaging next steps beyond the resolution passage - organizing more forms of support for Cuba and medical cooperation that can happen on the grassroots level. In each area, organizers can identify next steps designed to promote awareness and solidarity with Cuba.

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