

Memo

To: Jeanne
From: Anna
Date: 4/22/03
Re: Maryland Grassroots Action Plan

Michael, Kara, Meghan and I convened a meeting to strategize about mobilizing our grassroots advocates once again to put pressure on the Governor to veto the charter bill.

We came up with the following recommendations for your review:

1. Obtain the list and contact information for Governor Ehrlich's big-money donors. Once we have the list, we can contact them and get them involved in the push to veto the bill. We will start with the donors who are in our database and move from there. Since we cannot obtain the list on line, Justin will have to drive to Annapolis to obtain the list.
2. Organize a rally in Annapolis. We will convene another conference call with our grassroots coordinators and ask their support and assistance in organizing a rally in support of strong charter legislation (or a veto) in the state capitol.
3. We will draft a new veto letter to post on the Grassroots Action Center (MM has drafted two versions, which are attached. Please let us know which one you prefer). Blast messages to all MD contacts to send the veto message.
4. Have NCSLC buy an ad in a the MD and DC papers (is the group legally able to purchase an ad that has language pushing for a veto?). If NCSLC does not have the legal capacity to do so, we can ask the folks at Sylvan, or any other big \$ education group based in Maryland to buy an ad.

5. Convene another conference call with our grassroots coordinators to get their ideas on how to move forward. What do they suggest? What works, what doesn't? Is it time to write another op-ed, letter to the editor? We need to get them fully engaged again and fully involved.
6. We will draft the "thank you letter" to all our grassroots activists and combine the thank you language with a message to pressure the Governor to veto the bill.
7. Send the most recent batch of CS Achievement Stories to the Gov's office.