

Guidelines for Pickens Plan District Leaders

Thank you for volunteering to be a Pickens Plan District Leader!

Pickens Plan District Leaders take action in the following ways:

- You are the point of contact for the official Congressional District group page on Push.PickensPlan.com. Visit <http://www.pickensplan.com/districtleaders> to find your District Group and to view the District Leader job description.
- Work with other members of the New Energy Army in your Congressional District to sign up new members.
- Host meet-ups with other members of the Army in your Congressional District to discuss ways you can take action and Push the Pickens Plan.
- Get an op-ed or letter to the editor placed in your local newspaper telling everyone why you support the Pickens Plan.
- If your Governor, U.S. Senators and U.S. Representative have not yet signed the Pickens Plan Pledge, then ask them to sign today! Visit <http://www.pickensplan.com/district-leaderboard> to find out if your elected officials have signed the pledge.

Team Pickens and your Regional Leader will support you by:

- Providing training, materials and moral support!
- Regularly reporting on progress in each Congressional District for the entire Army to see. Visit <http://www.pickensplan.com/district-leaderboard> to see a list of all District Groups and find out how your district compares to others.

The following information and guidelines are meant to help you as a Pickens Plan District Leader.

BUILDING YOUR DISTRICT TEAM

Being a District Leader is a great opportunity to connect with other members of the New Energy Army in your Congressional District and to enlist their help. The first step is to join your District Group page on Push.PickensPlan.com. You can find other members of the Army in your district through your District Group homepage, and if not many people have joined your group yet, you can do a general search of the Army on Push to find people and invite them to your group (one suggestion would be to search on the names of cities in your district). Once you've identified a few other members of the Army who live in your district, you might want to arrange a meet-up to get to know each other and to discuss ideas for reaching your goals.

RECRUITMENT

One of the primary goals Pickens Plan District Leaders is to recruit new members of the Army. Many of the tools you'll need to sign up new members, including sign up forms, are available at the [Pickens Plan Resource Center](http://www.pickensplan.com/resources) (<http://www.pickensplan.com/resources>).

Some ideas for finding new members include:

- Identify community leaders and civic groups in your area who might be supportive of the Pickens Plan and would be willing to communicate with their supporters to help recruit new members of the New Energy Army.
- Give a presentation to schools, churches, service clubs and other local organizations.
- Attend a county fair or community event where you can promote the plan.
- Ask the manager at a large store if you can stand outside their entrance and sign up new members (i.e. grocery stores, Wal-Mart, Home Depot, etc).
- Network with local environmental groups.
- Be sure to ask all of your friends and family!

Make sure you ask other members of the Army who live in your Congressional District to help you with recruitment!

Once you have recruited new members, we have several ways for you to submit that information to us.

- Use our online data entry form. This is actually our preferred method for you to submit sign up information to us — and you will receive 10 MyEnergy points for every new member you sign up using the online form! You can find the form at <http://action.pickensplan.com/signupsheet>.
- Other options for submitting sign ups include:
 - Fax the sign up forms to us at (888) 282-9754.
 - Mail the sign up forms to us at PO Box 12123, Dallas, TX 75225.
 - Scan and email the sign up forms to us at myenergy@pickensplan.com.

OPINION EDITORIALS AND LETTERS TO THE EDITOR

Members of Congress pay attention to the opinion editorials (op-eds) and letters to the editor printed in their hometown newspapers. So write a letter to your local newspaper telling them why you support the Pickens Plan and asking your elected officials to do the same. Talking points and further information about the Pickens Plan are provided at the [Pickens Plan Resource Center](http://www.pickensplan.com/resources) (<http://www.pickensplan.com/resources>). Your Regional Leader can also help you develop your piece and give you ideas for the best way to submit it to your local newspaper.

HOSTING EVENTS

There is a section at the [Pickens Plan Resource Center](http://www.pickensplan.com/resources) (<http://www.pickensplan.com/resources>) dedicated to hosting house parties and events (events don't have to be held at your house if you aren't comfortable doing that – a public meeting place such as a restaurant, coffee shop, church, school, etc also work just fine). Following is some advice for throwing a successful event with members of the New Energy Army in your Congressional District.

- Keep the event simple. Invite people into your living room (or another location) to have a conversation about the Pickens Plan and what you want to do about it.
- Open the meeting up to conversations as much as possible, but be sure to have an agenda for the points you'd like to cover and try to stick to it.
- Discuss ways to start working locally to push the Pickens Plan, including recruiting new members, getting op-eds and letters to the editor placed in your local newspapers, and getting elected officials to sign the Pickens Plan Pledge (<http://www.pickensplan.com/thepledge>).
- Challenge each person at the meeting to personally recruit 20 friends to join the Pickens Plan, in addition to your District Group's efforts to recruit new members.
- Identify community leaders and civic groups in your area who might be supportive of the Pickens Plan and would be willing to communicate with their supporters to help recruit new members of the New Energy Army.
- Select a date for the next meeting of your District Group to discuss progress. Challenge each person to bring one new person with them to the next meeting.

If you live in a highly populated area with multiple Congressional Districts, you might consider hosting a quarterly meeting with leaders and members from other districts to discuss best practices, share ideas and coordinate activities.

MATERIALS AND RESOURCES

The [Pickens Plan Resource Center](http://www.pickensplan.com/resources) (<http://www.pickensplan.com/resources>) is a great resource for downloadable materials to help you with your Congressional District efforts. There you will find talking points, flyers, sign up sheets, printable posters, and a variety of other Pickens Plan materials.

TRAINING

Team Pickens provides training opportunities in the form of conference calls and one-on-one advice to help you in your role as a District Leader. Contact your Regional Leader for more information.

TRACKING POINTS FOR THE DISTRICT LEADERBOARD

The District Leaderboard (<http://www.pickensplan.com/district-leaderboard>) is the place on PickensPlan.com where we track progress in the Congressional Districts. We need your help to make sure your district gets credits for your activities.

To track the number of people recruited to the New Energy Army in your district, please submit the names to us using the online data entry form (as described previously in this document), or mail/fax/email your sign up forms to us. Please be sure your name, email address and state/district are written clearly at the top of the form – that is the only way we'll know to give you credit!

If you are successful in getting a letter to the editor or op-ed placed in your local newspaper, let your Regional Leader know about it so we can track it on the leaderboard! We only track letters that are published, but we want to know about everything you

attempt to get placed (and we want to help you get those letters placed if we can). Be sure to keep your Regional Leader up-to-date as these activities occur so they can report your progress on the Leaderboard.

Every time you host a meeting with members of the New Energy Army in your Congressional District, or you host an event to spread the word about the Pickens Plan, we want to know about it! We'll also track the number of events you've hosted on the Leaderboard, so please be sure to keep your Regional Leader in the loop about these activities in your district, as well.

IMPORTANT LINKS

District Leaders Overview

<http://www.pickensplan.com/districtleaders/>

District Leaderboard

<http://www.pickensplan.com/district-leaderboard/>

Your "MyEnergy" Page (this is where you can track your personal Pickens Plan efforts)

<http://www.pickensplan.com/myenergy/>

Resource Center

<http://www.pickensplan.com/resources>

THANK YOU FOR JOINING US IN THE FIGHT FOR AMERICAN ENERGY INDEPENDENCE!