



## Call to Action: Organizing House Parties

This guide is meant to help you organize your own Pickens Plan House Party to build local support for the campaign and spread the word about alternative energy.

### Format for your event.

- Keep it simple. Invite people into your living room (or another location) to have a conversation about the problem, the 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.
- It's nice to offer basic refreshments or snacks, and consider asking your attendees to bring something as well.

### House party goals and tips.

A house party is an extremely effective way to build support for the Pickens Plan by working toward local solutions that complement the national goals of the campaign. The purpose of this meet-up is threefold:

- Discuss the need to reduce our nation's dependence on foreign oil
- Explain the Pickens Plan and get more people involved
- Start working locally on solutions to the problem

Below is a list of items you can incorporate into your meeting. You may not be able to do all of them, and that's alright, but let the meeting attendees know this is what we're pushing for.

- Getting more people involved.
  - Make sure everyone knows about and signs up for [Push.PickensPlan.com](http://Push.PickensPlan.com).
  - Challenge each attendee to invite 5 friends to [Push.PickensPlan.com](http://Push.PickensPlan.com).
- Identifying local energy issues.
  - How high are gas prices? How is local electricity generated? Are there natural gas filling stations in your area?
  - Research state and regional subsidies for wind, solar, and natural gas.
  - What options does your local utility company offer?
  - How is your community affected by energy prices?

- Finding allies.
  - Who are community leaders and elected officials in your area who would be supportive of the Pickens Plan?
  - Which local organizations could you talk to and work with?
  
- Establishing regular meetings.
  - Use this as an opportunity to create a local Pickens Plan chapter, or just coordinate meetings of your group every 2-3 weeks.
  - Consider using another meeting place in the future such as a church or local pub.
  
- Considering ways to present the Pickens Plan to your community.
  - How could you give presentations to schools, churches and other local organizations?
  - Are there county fairs or events where you can promote the plan?

### **Getting people to your party.**

Try and get as many folks as you are comfortable inviting to your house. Remember, the event doesn't need to be huge to be a success; if you have a gathering of five friends to talk about the plan, that's a good start. Here are some tips for getting attendees:

- Invite family and friends who live in the area, and ask people in your neighborhood to attend.
- Start an "invite chain" – start out by inviting five of your closest friends and explain the plan to them. Ask them to do the same with five of their friends.
- Visit [Push.PickensPlan.com](http://Push.PickensPlan.com) and find groups from your area. Send a message to the group and let them know you'll be organizing a house party.
- Post an event at [Push.PickensPlan](http://Push.PickensPlan.com) to help people find you.
- Reach out to local organizations and ask them to invite their members.

### **A Sample Agenda**

Following is a sample agenda for how a house party might be structured. You don't need to follow it exactly, but it might help give you a sense of what a successful meet-up would look like.

- Brief introductions (10 minutes)
- Show campaign videos (online at [PickensPlan.com](http://PickensPlan.com); 10 minutes)
- Feedback and discussion from the video (15 minutes)
- Hand out a hard copy of the Pickens Plan (a PDF version is available online at <http://www.pickensplan.com/theplan/>)
- Talk about local energy issues and how to reach out to your community (10 minutes)

- Show everyone Push.PickensPlan.com and explain how to create a profile (5 minutes)
- Ask people how they'd like to help (10 minutes)
- Pick a time and a place for a future meeting and talk about forming a local chapter or group (20 minutes)

Remember to take pictures and video of the event, and send it to the campaign ([boone@pickensplan.com](mailto:boone@pickensplan.com)) or post it at Push.PickensPlan.com. Show the rest of the country that you're taking action!

If you have further questions, you can ask the community at Push.PickensPlan.com. You can also email Brett Horvath ([brett@pickensplan.com](mailto:brett@pickensplan.com)) or Joey Mornin ([joey@pickensplan.com](mailto:joey@pickensplan.com)).

We're looking forward to working with you!