



Creating Local Chapters

We encourage Pickens Plan supporters to form local chapters to spread the word about the Pickens Plan and build support at the grassroots level. The campaign will work closely with these groups to make sure they have the resources they need to make the Plan a reality.

Here are a few tips for starting a local chapter:

- Draft a mission statement explaining the goals of your chapter and how it will work towards fulfilling campaign goals at a local level.
- Define the structure of the group (it's much easier to figure this out in the beginning).
- Plan events and meetings, and make sure members have enough advance notice.
- Think about how to reach out to your community and get more people involved. Local organizations with similar goals are great places to start.
- Consider centering your group around a particular aspect of the campaign, especially one with implications for your area—for example, groups from the Midwest might pay special attention to how building wind farms will revitalize small towns all along the Wind Corridor.

If you have more questions about creating a local chapter, email Brett Horvath (brett@pickensplan.com) or Joey Mornin (joey@pickensplan.com).

On the next page, you'll find an example of a group charter from a chapter in Arizona. It's a great starting point, and a good model to follow for organizing chapters in other areas.

This is a sample charter from a group in Arizona, courtesy of Push.PickensPlan.com members Ron Rhoades and David from the Arizona chapter. There's no need to follow this exact plan; you can create a structure and a mission statement that makes sense for your particular group's size and interests.

DRAFT MISSION STATEMENT, DRAFT STATEMENT OF PRINCIPLES
ARIZONA GROUP – JULY 15, 2008

1) Mission Statement. The mission of the Arizona Group for the Pickens Plan is to seek to substantially reduce the United States' dependency upon oil imports. Through ongoing evaluations of research and new developments in the deployment of renewable energy sources and conservations efforts in the State of Arizona, the Arizona Group for the Pickens Plan shall develop policy recommendations and advocate the proper solutions to our political and business leaders. By advocating for those policies which provide for the maximum benefit in terms of the nation's dependency on foreign oil, our members shall seek real and prompt action by political and business leaders.

2) Our Ongoing Commitment to Research and Monitoring. All renewable energy sources and conservation efforts promoted by the group should be economically, socially, and technologically possible. To that end, the Arizona Group for the Pickens Plan shall continuously perform research into existing technologies and new developments as to renewable energy sources and conservation measures, as well as evaluate their costs and benefits over the long term. Our organization will seek to highlight credible scientific research in support of the policies we advocate, in order that our policy recommendations regarding renewable energy sources and conservation reflect the best current thinking.

3) Our Leadership and Outreach. The Arizona Group for the Pickens Plan shall endeavor to become a leading proponent of renewable energy sources and conservation efforts within the State of Arizona. Our organization shall seek to involve other concerned citizens of this great state in our efforts, and shall communicate the results of our efforts in such fashion as to effect meaningful progress in establishing our mission. Our organization shall also communicate our findings and recommendations to similar groups both within and without the State of Arizona who share a common purpose with our group.

4) Our Code of Conduct. The Arizona Group for the Pickens Plan is non-partisan and recognizes that the great work ahead can only be accomplished by citizens who work across various party lines and toward our common goals. To this end, our organization's recommendations shall always strive to be non-partisan, and the members of our organization shall always strive to conduct to deal with each other, as well as those other individuals and organizations with whom we may interact from time to time, in a professional, courteous, and respectful manner. Our group is

committed to a policy of nondiscrimination and the highest standards of ethical behavior for its members.

5) Avoidance of Conflicts of Interest. The Arizona Group for Pickens Plan shall not accept funding nor other contributions from groups or individuals which may seek to unduly influence our policies in order to further their own self-interest, where such funding or other contribution may result in a material conflict of interest for our group.