

Guidelines for Pickens Plan State Leadership Teams

Thank you for volunteering to be part of the Pickens Plan State Leadership Team!

Serving as part of the Pickens Plan State Leadership Team will afford you the opportunity to expand the reach of our message within your state to other organizations, corporations, associations, all levels of elected officials and the general public. State Leaders will be able to get the message out to a broader audience across the state through earned media and personal connections.

Pickens Plan State Leaders take action in some of the following ways:

- You are the point of contact for District Leaders and other Army members in the state and will be identified officially on the state page at pickensplan.com.
- Work closely with your Regional Leader to help identify opportunities for state Army members and District Leaders to spread the message of the Pickens Plan in your state, including:
 - Identifying public events held by Congressional members where army members could ask energy-related questions.
 - Submitting letters to the editor and opinion editorial pieces.
 - Identifying and participating in earned media opportunities to talk about the Pickens Plan including talk radio guest appearances.
 - Seeking speaking opportunities to present the Pickens Plan to groups such as Rotary.
- Work with other members of the New Energy Army in your state to reach a goal of recruiting support from 2 new organizations or companies in your state each month.
- Host meet-ups with other members of the Army in your state to discuss ways you can take action and push the Pickens Plan and its energy independence policy issues.
- Contact state legislators, your Governor, U.S. Senators and U.S. Representatives periodically to keep them engaged and informed about the Pickens Plan.
- Taking the lead from your Regional Leaders, participate actively in regularly schedule state conference calls.

Pickens Plan State Leadership will be identified in the following ways:

- Officially identified as part of the State Leadership Team on the state pages at pickensplan.com.
- Highlighted as State Leadership Teams on the District Leaderboard.
- State Leadership Badge for your profile photo.
- Receive 50 points/monthly for participation as a State Leaders.

Pickens Plan State Leadership will receive some additional resources to help accomplish goals:

- State Leadership ListServ where you will communicate via email and discussion boards with a few key Pickens Plan organization and DC staff to discuss policy and plans.
- Periodic conference calls with T. Boone Pickens where you will have the ability to ask questions.

Team Pickens and your Regional Leader will support you with:

- Regular updates on news, policy and campaign strategy.
- Train you on how to serve in the role and provide you with ideas for execution.
- Provide you with materials, ideas and tools you need to help lead the state toward accomplishing its goals.

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

OPINION LEADER AND ORGANIZATION RECRUITMENT

Recruit local groups and elected officials as a volunteer member of the Pickens Plan State Leadership Team and encourage them to take action. Below are a few possible ways in which they could act:

- Include pieces of the Pickens Plan in their legislative agenda.
- Send a letter from the organization's leadership to Congressional Members and the Governor.
- Request the group send an email or web based action alert to its employees and/or members that sends them to the Pickens Plan web site to take action.
- Submit an opinion editorial.

TALKING TO THE MEDIA

When speaking with the media you will not speak on behalf of the Pickens Plan, rather on your own behalf as a volunteer State Leader for the Pickens Plan. In order to avoid inaccurate assumptions that you are speaking on behalf of the Plan, it is best to identify that from the start – “I am happy to speak with you as a volunteer, but I am not a spokesperson for the Pickens Plan. I can get you in touch with someone who is.” Then notify your Regional Leader and they can help connect you with the Pickens Plan public relations team. But the media is going to be more interested in you and why you support the Pickens Plan as a local, volunteer leader for the Plan.

Tips for communicating with the media:

- Write out 3-4 bullet points of issues you want to cover during the interview or talk radio appearance.
- Refer to those bullet points throughout the interview to help keep you on task.
- You don't have to take the call with a reporter when they call. Ask for a time and phone number when you can call them back and take your time to gather your thoughts.
- You also don't have to answer any question you are not comfortable.
- It is okay to not have an answer, you are not an expert and they do not expect it.
- Feel free to call your Regional Leader and rehearse, they have the experience and can help talk you through it.

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. State Leaders can host or coordinate parties themselves or assist with parties being organized by other District Leaders.

Pickens Plan State Leadership Teams will also have a role in helping coordinate if Boone has the opportunity to visit the state.

Please submit requests you may receive for Pickens Plan participation in 3rd party events at the state level with a letter request via email through your Regional Leader, via fax to us at (888) 282-9754 or via mail to us at PO Box 12123, Dallas, TX 75225.

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 5 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.

MATERIALS AND RESOURCES

The [Pickens Plan Resource Center](http://www.pickensplan.com/resources) (<http://www.pickensplan.com/resources>) continues to be 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. You will also receive regular updates from your Regional Leaders about organizing in your state, news updates, and the DC team about legislative and regulatory initiatives to keep you well informed as part of the Pickens Plan State Leadership team.

IMPORTANT LINKS

District Leaders Overview <http://www.pickensplan.com/districtleaders/>

State Pages including leaderboard link, state specific blog, events and Pickens U institutions participating within your state <http://push.pickensplan.com/stateHome.php>

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!