



OBAMA NATIONAL SWEEP: A Model for Change

A proposed grassroots community service event in *YOUR HOMETOWN* as well as hometowns across the country!

From *Obama Works*, a new grassroots movement out of Connecticut, New Jersey and Pennsylvania which is working to transcend our differences and transform our country.

In honor of Senator Obama's sweeping primary victories and his positive message of change we would like to encourage you to participate in leading a new *Obama Works* grassroots community service event in your area called the "Obama [*insert your town's name*] Sweep". This event will be three distinct efforts rolled into one and they are as follows:

- 1. A community service-based event** which will give back to your town while supporting our collective national cause.
- 2. A public service to empower people to take part in their country's political process** by distributing registration forms to new and newly-inspired voters who specifically ask for them.
- 3. A decisive example of what an Obama Works event has the potential to be.**

On the day of your *Sweep* you will convene at a *Sweep Start Point* in a visible part of your town and the first order of business will be to *Get Fired Up!* This will be the staging area where volunteers will be assigned to pre-designated *Sweep Captains*, get their Obama signs and gear, and receive a briefing of the day's activities. The *Sweep Captains* will then lead their *Sweep Teams* to pre-determined locations where they will perform neighborhood clean-up activities, register voters, and stir up an awareness of the *Obama Works* movement.

The following *Model for Change* will help you make your town's very own *Obama Sweep* a reality. Ideally, you should form a steering group composed of four committees, with one or two energetic people serving as the chairs of each, and leaders for each subcommittee:

- 1. Event Coordination** – Tasks: most importantly, reach out to neighborhood leaders to determine specific areas of your town where this clean up effort would be welcomed and beneficial; establish *Sweep Captains* and *Sweep Teams*; get the word out about the event and invite participation in whatever ways possible, including through already established groups on www.barackobama.com where you can post an event and have prospective volunteers RSVP; keep all Sweep participants on the same page!
- 2. Event Publicity** – Tasks: determine how to best publicize your *Obama Sweep*; create a Press Release and a press kit with event documents and graphics for pre-event distribution to news outlets (television, newspaper, and radio); find free advertising opportunities; organize a fax campaign to local and potentially national news outlets; enlist a videographer – a volunteer with equipment and experience

who will cover the event, edit the footage, and upload to YouTube to share the story of your event with the world. Encourage others to take photos to share online, as well.

3. **Event Logistics** – A Logistics Chair will oversee and assist subcommittee leaders in specific logistics issues including;
 - **Personal Empowerment Effort** – Tasks: coordinate, acquire and distribute voter registration forms to citizens in the community who request them.
 - **Obama Works Visibility Effort** – Tasks: collect and coordinate distribution of official Obama gear (info packets, signs, buttons, bumper stickers, stickers, t-shirts, etc.) to *Sweep* volunteers and make them available to members of the public who request them. This effort will likely include finding recycled Obama gear online from sites such as www.Obamacycle.com and getting used items from nearby state which have already held their primaries. You could also have a pre-*Sweep* event where handmade Obama and customized *Sweep* signs could be made by volunteers.
 - **Materials Effort** – Tasks: collect Obama materials necessary for the event including clipboards, pens, trash bags, work gloves, pointed trash sticks, brooms, and dust pans; find donors for these items and ask volunteers to bring their own; coordinate numbers of items needed with the Event Coordination Chair. Correspondent
 - **Litter Disposal Effort** – Tasks: coordinate with your local Waste Management Authority to determine how/where to dispose of trash and recyclables; coordinate trash collection points at *Sweep* sites (be mindful of transfer station closing times for weekend events); enlist volunteers with pickup trucks or other vehicles and coordinate pickup times.
4. **Event Message** – Tasks: coordinate closely with local Publicity and Logistics Committees as well as *Obama Sweep* steering committees in other cities to implement a coherent and unified message highlighting why your *Sweep* ties in so well with Senator Obama's messages of hope and change; create a clear and concise flier explaining this message to pass out to *Sweep* volunteers and by request to curious on-lookers during the event.

This event has an incredible potential to become the physical manifestation of Barack Obama's message of real change – grassroots change which comes from the bottom up rather than the top down! It is also a way to honor and continue Senator Obama's life long commitment to community-based public service. If you believe in these ideals and would like to help change our country as part of this grassroots movement please pull together a planning team and organize a local *Sweep* in your area! This event first took root in Philadelphia, Pennsylvania and you can learn more about the initial inspiration for *Obama Works* and the subsequent *Obama Sweeps* by reading this article in the Yale Daily News Online - <http://yaledailynews.com/articles/view/23077>. If you have any questions concerning how to begin or what to expect, or to report progress back to us please feel free to reach out to the Obama Philly Sweep Team leaders at ObamaSweep@gmail.com. Thank you so much!

TOGETHER, we can.

Sincerely,



Adam LeGrand on behalf of
Obama Works and the Obama Philly Sweep Team

Note: Regardless of where you live, with as few as 5-10 volunteers you can pull off a *Sweep* of your own anywhere in the country! Please email us at ObamaWorks@gmail.com with success stories of how you are helping **Obama's Message Sweep Across The United States!**