



**How do you remove the Millionaires' Club?
With Independents—one bite at a time!**

Independents have a great chance of winning their districts all over the USA because the majority of Americans are fed up with both parties and their political antics and their class-centric-rose-colored-blindness to the suffering of 80% of the American people.

I am working on a site now that I hope to have up no later than Oct 15, which will be a grand central station for any Independent in the USA who wants to run for office. Among other things, it will provide state requirement information for Independents as well as other tips for running a non-traditional campaign. Traditional campaigns are based on the myth that hundreds of thousands of dollars must be raised to wage a campaign. This is not true, at least not at local and/or U.S. Congressional District levels. Furthermore, this myth is perpetuated by the wealthy just so ordinary Americans from the 80% club don't run for office. The other myth they perpetuate is that winning candidates need the support of one of the two parties. Neither myth is true. The best thing for building a strong Democracy would be the replacement of both parties with Independents who are representative of liberty and justice for all—not just the upper 20% who benefit from the multilevel marketing scheme that we call the U.S. economy.

Here are the basic steps to run for U.S. Congress as an independent:

START NOW: IN THE NEXT TWO WEEKS

1. Find out what the state election requirements are for running for US Congress in your State. You do this by going to the website of your state government and seeking information under elections and/or candidate requirements.

These requirements vary from state to state, but you need to do this immediately because in many states, such as Texas, if you don't file your intent to run as an Independent in 2011, you cannot run for office in 2012. In Texas, for example this intent must be filed between November 12 and December 12, 2011.

2. Find out the FEC requirements for filing financial campaign reports. I'll have to check on this for 2012, but in 2010 while you of course need to keep records, you don't have to report until your spending exceeds \$5,000. [And I happen to believe that most campaigns for U.S. Representative can be won with under that amount--this means of course that ALL staff is volunteer]

3. Write your platform now. Here is a link to my platform to help get you started. You might want to check the party platforms for the Democrats, Republicans and Green Parties as well. Pick and choose what you support and modify according to your own core beliefs. Your platform should be about three pages. <http://iflizwerequeen.com/wp-content/uploads/2011/08/Platform-for-US-Congressional-Representative.pdf>

4. List 10 key issues and write your stance and solutions for these key issues. These are hot buttons for the people who live in your district. For example, Social Security is likely to be one of them, although it may not be, depending on your district. Also you must be aware of any local issues in your district, as you must have a stance on those issues too. A U.S. Rep. who is not aware of a controversial toll way to be built through his/her district and have an opinion about that event will lose credibility with the voters.

5. Create a 30 to 45 second response for each of the 10 key issues. Practice them aloud before a mirror. Also torture your friends and family with them. Get their feedback. Later, when you go door-to-door and someone says (and they will). "What are you going to do about Social Security." you will have a quick answer. Believe me, they don't want you standing there giving them a 30 minute speech.

6. Learn everything you can about the incumbent. Look up their voting record. Sign up for automatic updates to your email of their activities. Find out where they stand and where they have voted on the key issues. Find out their net worth. Note if it has increased over the past three years that our nation has been in a recession and the 80% club have been suffering with 77% of us living from paycheck to paycheck.

7. Learn everything you can about your U.S. Congressional district--its boundaries, its demographics, etc.

MID NOVEMBER

8. Invite 50 to 100 people to a meeting either in your home or at some public place such as a large coffee house. Forget about the fancy invitations or the mailing lists and postage. Write a one-page invitation on a plain piece of 8.5/11 white sheet inviting them to join you and others to change things in

Washington. Walk your district and invite people. Knock on the doors. Talk to the people face to face. You can leave invitations at homes where people don't open their doors, but you should talk to at least 50 people who say they will come.

9. Hold the meeting. Most likely between 10 and 20 will show up and that's great. Remember what Margaret Mead said about small groups. At least five of these people will form your hard cord solid volunteers. The purpose of this meeting is to bond to a common purpose and convince these people that you are a trustworthy person AND a person with what it takes to win. You need to get them fired up at this meeting--enthused and hopeful. You also want to create an atmosphere where people's opinions and input are welcomed. Prior to this meeting it is a good idea to practice your responses to key issues and also print out a copy of your platform. Another thing you will want to familiarize them with are the process and requirements for running as an Independent. For example, in the state of Texas (and likely most other states as well) voters who vote in either primary (Democrat or Republican or Green) cannot sign the ballot petition of an Independent as this is viewed as voting twice in a primary. In the state of Texas and in most states, Independents cannot begin to gather their voter signatures until after the primary.

10. Schedule the second meeting for mid December. [Do this at the first meeting. Get agreement. Get people to put the date on their calendars. Their assignment is to find one other person, ideally two, to bring to the second meeting.

Your homework here before the second meeting is to **learn how political campaigns are run** (taking a lot of the fund raising part with a large grain of salt as it is mostly BS to be ignored). There are various stages to campaigns and it is important to understand that process and what needs to be done at each step. **Find out about the potential for unregistered voters** in your district. This is really important for you as many unregistered voters are those who feel disenfranchised and you are just the person to get them excited again. **Find out about all the independent radio stations in your area. Contact the League of Women Voters. Get a schedule for all the upcoming community events** scheduled for 2012, as you will want to be present at every one.

Also, prior to your second meeting you need to have your Website, even if it is merely a WordPress site, up and running. Ideally this is something that you will be able to do yourself. WordPress is easy. If you already post blogs on someone else's site, you can manage your own.

Business cards (you can create them and print them yourself) are also a good idea.

MID DECEMBER

By this time you have already filed your intent to run as an Independent and have

received verification of acceptance from your State elections office [At least that's how it goes in Texas.]

11. Hold the second meeting. Ideally, you will have between 30 and 50 volunteers at this point.

Goals of this meeting

- Introduce yourself to the new people and give them a copy of our platform and summary of stances on key issues
- Convey the importance and how to register voters -- most states have strict laws on how this is to be done. You might even be able to get a member of the League of Women Voters to come to your meeting to explain this process.
- Present an outline of your campaign and strategy as well as a calendar of events for 2012
- Explain to them the process of gathering signatures for your ballot
- Tell them about your website
- Give them each one of your business cards
- Discuss and have a designated secretary to take notes of the meeting

12. Schedule second meeting for early January

This second meeting could be a Saturday morning meeting at some designated place to go door to door registering voters in your district.

JANUARY 2012

FEBRUARY 2012

MARCH 2012

What is done during these three months will vary according to the state in which you live and will in some part be determined by when they hold their primary and other rules that they may have that Independent candidates must follow.

However, here are several activities that you must stay fully engaged in during this time and throughout your campaign

- Keep your website current and this means updating it daily with fresh information. There is always plenty of meat for that. Respond to the world news or to the latest Congressional Clown antics.
- Hold regular meetings with your volunteers once a week beginning in January.
- Keep up with what your opponents are doing—particularly the incumbent. Make sure an comment on any of his/her congressional votes cast.
- Appear out in public whenever and wherever possible and this includes all

public meetings in your district—great opportunity for handing out your business card and information sheets to introduce you to others. All the better if you can have a volunteer or friend with you who has a flip video to record you talking to these people.

- Attend any community event.
- Walk your district and talk with voters. This is your primary vehicle and you must mobilize and train your volunteers to do the same. Yours is a boots on the ground campaign.
- Get all the help you can from the League of Women Voters. Although they are nonpartisan and cannot endorse any candidate, they nonetheless can do much to assist you. Often they also feature debates among the candidates and you can be invited to participate in those as they are likely to be the only thing close to a debate that will be held the entire year anywhere in the USA.

March 6, 2012 is the day for the Texas primary. After that day Independents may begin the collection of the necessary signatures to get their names on the ballot.

GENERAL RULES FOR GATHERING REQUIRED SIGNATURES TO GET YOUR NAME ON THE BALLOT

1. **Do not begin until the legal date for collection.** [*Note: in Texas, if there happens to be a runoff in your district for the office for which you are seeking, you will have to wait until that runoff is complete before you can collect signatures to get your name on the ballot as an Independent.*]
2. **Gather double the amount of required signatures.** In the state of Texas it is 500 signatures so gather 1,000. This ensures that you will have enough qualified voter signatures to meet the requirement. The best way to gather them is door to door within the boundaries of your district.
3. **Make sure that you fill out EACH and every ballot sheet with all the required information.** For example, if you forget to put the number of your district on one of the Texas sheets, none of the 10 names on that sheet will be counted. They will all be tossed as invalid. The Texas Secretary of State goes strictly by the rules and I mean strictly as I imagine they do in other states as well.
4. **Make a calendar and put goals on it for each date to have X number of signatures.** Don't procrastinate. Begin the very first day. It's a tough row and you will have to knock on a lot more than 1,000 doors to get 1,000 signatures. Many people won't answer their doors. Some will be rude to you. Get over it. You can't be a sissy and win. Not everyone will like you. Don't waste your time trying to make people like you. Just keep moving forward and you will get there.

5. **Stay close to attaining the weekly quota of needed signatures. This is important. If you find yourself seriously falling behind on this count, call a meeting and ask four or five volunteers to assist you in gathering these signatures.** You want to keep the number of people gathering ballot signatures to as few as possible and ideally you should gather as many as possible yourself because no one can speak for you as well as you. People will remember candidates who cared enough to get out and come to meet them. This is a huge focal part of your campaign: to touch people individually and ask them to get their friends and family members to support you.
6. **Verify the voter signatures by checking to see if they are registered online as soon as possible.** These processes will vary from state to state, and if you can't verify them, you should not count them. Also since this is a time consuming task you might ask some of your volunteers to do this as you go. Do not wait until the day before you submit your ballot sheets to verify.

Note: one way to increase valid signatures is to qualify the voter before you get their signatures by asking 1) if they voted in the primary 2) were they living at this address the last time they voted? 3) Do they know where they polling place is 4) do they have their voters ID card.

My Overall Strategy is to Attack all of Congress because I honestly feel that the only way to clean up the mess Washington is to get rid of all of them. I realize that we cannot get rid of all of them in 2012—simply by virtue of the fact that not all Senators are up for re-election. However every representative is and could get rid of the majority, if not all of them in 2012. That is a possibility. We the people actually have the power to vote every last one of them out of the House of Representatives in 2012.

The fact that we have 44% of the people in Washington DC who are representing us who are millionaires when only 1% of the USA are millionaires is ridiculous! The fact that so many of them have been in office for over 10 years is again ridiculous! We need to get rid of the professional politician. Professional politicians have no place in a Democracy.

Look at the net worth of your representative over the past three years of the recession. How do the percentages of his/her net worth increases/decreases compare to yours? The fact is that the overwhelming majority of the members of Congress have seen their net worth increase by hundreds of thousands of dollars and even by the millions—all at the same time that Americans have been losing their homes and jobs. My point is that members of Congress have had no recession. They are insulated from it. They don't give a damn about the rest of us.

Additional Resources for the moment to get you started now:

SO YOU THINK YOU WANT TO RUN FOR OFFICE

<http://emmaberry.org/wp-content/uploads/2011/06/SO-YOU-THINK.pdf>



In 2010 I wrote this book that chronicles my personal experience from December of 2009 to November 3, 2010. From December through July it chronicles my experience running as an Independent. From mid August to November it chronicles my experience working on a team to elect a Democratic candidate to office as a US Representative. This is a journey than many Independents running for office in 2012 and also those working on campaigns for established party candidates will be able to learn from—both from the aspects of what to do as well as what not to do. I can't speak for you, but speaking for myself: if I had this book prior to starting my journey, I am certain that the outcome of my journey would have been different.

The book has 214 pages and can be downloaded immediately for \$8.99 at http://www.lulu.com/product/ebook/how-do-you-create-a-democracy-one-voter-at-a-time/16426387?productTrackingContext=search_results/search_shelf/center/1

The file size is 6.3MB

ALSO Available on iPhone, iPad or iPod touch.

<http://itunes.apple.com/us/book/how-do-you-create-a-democracy/id455283924?mt=11>