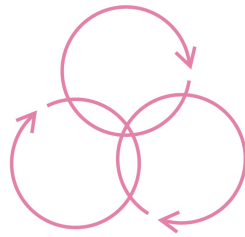


**MARIANNE** 2020

*GRASSROOTS  
FIELD GUIDE*



*FOR THE  
ENGAGED CITIZEN*



*Our task is to generate a massive wave of energy, fueled and navigated by we the people, so powerful as to override all threats to our democracy.*

*Where fear has been harnessed for political purposes, our task is to harness love.*

*May all of us rise to a higher level of participation in the life of this country. In order to make America better, all of us must be better now: more educated, more involved, and more conscious citizens of the United States.*



~ Marianne Williamson

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# WELCOME

Dear Engaged Citizen,

We believe in Marianne Williamson as our next President of the United States. Grassroots campaigns work because communities connect over the things that most matter to them and those connections bring together great power. Ideas are spread; resolve is strengthened.

*Change happens when hope comes out of isolation and becomes inspired action.*

From living rooms to yoga studios, book clubs to community centers, churches to town halls, individuals are responding to the call echoing in their hearts and coming together to create the kind of world we know is possible.

If you are reading this, you know we are in a pivotal moment: for our country, for humanity, for the Earth. The time to act is now.

*We are the courageous, inclusive, compassionate visionaries of our time.*

How will we harness our skills, talents, gifts, connections, our *love*, for political purposes? We have created this Grassroots Guide to help you answer that question, and support you through your journey as an Engaged Citizen. Thank you for believing in something greater, for our world, our country, our communities and within ourselves.

With Love,

The Marianne For President Grassroots Volunteer Team



*We should participate in politics with the same level of consciousness as that which we bring to all of our most important and meaningful pursuits.*

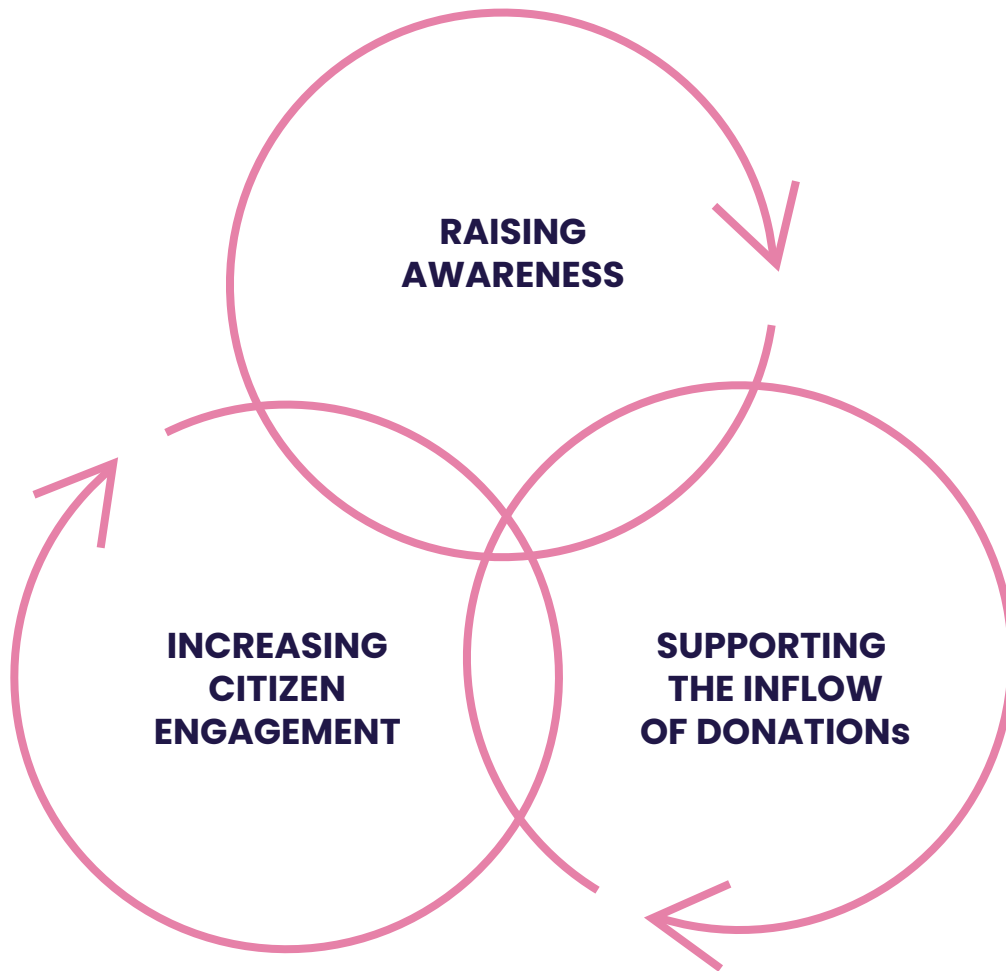
*We should bring all of ourselves to it.*

*We should bring our hearts and minds and deepest dedication to something bigger than ourselves.*



~ Marianne Williamson

# GOALS



“

*History has always been made by individuals doing their small parts in ways that have the potential to add up to something big.*

”

~ Parker Palmer

# FUNDRAISING RULES

<b>WHO CAN DONATE</b>	U.S. Citizens and Green Card holders using their own money can donate to US political campaigns. An individual cannot use funds provided by another person to donate, or donate in someone else's name.
<b>DONATION LIMITS</b>	Individuals may donate up to \$5,600 to a presidential campaign, with the first \$2,800 going to the primary election and the next \$2,800 going to the general election.

## ALLOWED

Sole Proprietorships and Partnerships/LLCs Taxed as Partnerships: are allowed to donate.

Sole Proprietorships- An individual who owns their own small business as a sole proprietor (except for federal contractors) can donate through their business, with the contribution attributed to the individual owner. This usually applies to individuals who own their own consultancies, practices, startups, or stores.

Partnerships and LLCs Taxed as Partnerships- A partnership may donate, but the contribution must be attributed to the partnership's individual partners. A partnership contribution counts against the limits of the participating partners, as well as the partnership's limit. Limited-liability companies (LLC) that are taxed as a partnership, rather than as a corporation, and that do not have publicly traded shares are allowed to contribute, too, just like a partnership.

## NOT ALLOWED

Contributions from corporations, labor organizations, foreign nationals (anyone not a US citizen or Green Card holder), and federal government contractors are prohibited.

The Hatch Act prohibits federal employees from soliciting contributions for any candidate, at any time, and appearing as a "sponsor" or "host" on an invitation to a fundraiser. Some federal employees are subject to additional restrictions. More information on the Hatch Act is available at <https://osc.gov/Pages/HatchAct.aspx>.

# IN-KIND DONATIONS

## DEFINITION

In kind donations are tangible, non-monetary gifts or donations, such as facilities and refreshments, and must be accounted for when valuing contributions to a campaign. Whatever the usual cost for the good or service is counted towards an individual's whole allowable contribution. If you are dealing with in kind donations, please assign costs and submit this form. :)

## RULES

An individual's uncompensated volunteer services on behalf of the campaign are not considered an in-kind contribution.

In-kind contributions are limited to \$2,800 during the primary election period. After the primary, an individual is allowed another \$2,800 contribution maximum.

Corporations and unions may not donate, so facilities belonging to a corporation or union are not allowed to be used unless under special circumstances and with advance approval from the campaign.

## EXAMPLES

An event space normally rents for \$1000, and the owner is providing it for free, then that \$1000 counts toward the owner's total allowable contribution of \$2800.

A volunteer owns a yoga studio as a sole proprietorship and wants to teach a yoga class at the studio to raise funds for the campaign. The teacher does not need to value her teaching services as an in-kind contribution. However, the teacher would need to treat the fair market value of renting the studio as an in-kind contribution.

An artist wants to create a work of art to sell, with the proceeds going to the campaign. The artist can volunteer their labor, but the cost of the art supplies should be treated as an in-kind contribution to the campaign.

For more information on in kind donations, please view links in the resources section.



# DONATION INTAKE

<b>ONLINE</b>	All online donations must go through your community Act Blue page. This is the preferred method for collecting donations.
<b>CASH</b>	Cash contributions are limited to \$100 per donor and must be deposited by the campaign within 10 days of receipt. <b>MUST COLLECT:</b> Name, Address, Occupation, Employer, Amount of contribution, Date of receipt. Mail with expedited shipping to 1787 Tribute Rd, Suite K, Sacramento, CA 95815 and email <a href="mailto:grassroots@marianne2020.com">grassroots@marianne2020.com</a> .
<b>CHECKS</b>	Checks must be made out directly to: "Marianne Williamson for President." Mail with expedited shipping to: 1787 Tribute Rd, Suite K, Sacramento, CA 95815 and email <a href="mailto:grassroots@marianne2020.com">grassroots@marianne2020.com</a> .

## SET UP ACTBLUE

### CREATE AN ACCOUNT HERE:

[https://secure.actblue.com/pending\\_entities/new](https://secure.actblue.com/pending_entities/new)

### FILL OUT THE FOLLOWING FIELDS AND SUBMIT.

What type of group is fundraising?	Select "Candidate"
Who's the Primary Contact	That's you!
Campaign or committee's legal name	Marianne Williamson for President
Fields Marked Optional	You may omit these fields
Candidate First Name	Marianne
Candidate Last Name	Williamson
Office Sought	President
Where should we send the checks?	1787 Tribute Rd, Suite K Sacramento, CA 95815
Who should have administrative access?	That's you!

# PLANNING YOUR EVENT



*The human heart is the first home of democracy. It is where we embrace our questions. Can we be equitable? Can we be generous? Can we listen with our whole beings, not just our minds, and offer our attention rather than our opinions? And do we have enough resolve in our hearts to act courageously, relentlessly, without giving up—ever—trusting our fellow citizens to join with us in our determined pursuit of a living democracy?*



~ Terry Tempest Williams

# BEFORE YOUR EVENT

## SETTING THE DATE & TIME

Choose the date and time of your event. Give yourself an extra hour before and after, for setting up and for lingering guests. Send out your invites as soon as possible to give your guests time to plan.

## CHOOSING AN EVENT SPACE

### IN HOME

Events held in homes are not considered "in kind" contribution so they do not need to be calculated as a contribution. Food, beverage, invitations, and supplies under \$1000 do not need to be reported.

### PLACE OF BUSINESS

You must be charged the same rate as other organizations to avoid "special favors" for campaign fundraisers.

### PUBLIC VENUE

If you obtain the use of a church or community room that is used on a regular basis by members of the community for noncommercial purposes, and is available without regard to political affiliation, you can use it for a fundraiser without it counting as an in-kind contribution.

### ACCESSIBILITY

Consider the accessibility of the space you choose, including= parking or access to public transit, and ability for differently-abled people to enter the space comfortably. If you are concerned that your event may not be accessible to everyone, please include a short note about barriers to access in your event description, such as "To get to my front door, you have to go up a short flight of stairs."

## SHARING & PROMOTING

### REGISTER YOUR EVENT

Set up your event on Mobilize America at [marianne2020.com/events](https://marianne2020.com/events) by clicking on the top right "Host an Event." This platform will help you track and organize your event. Set your event to "private" if you would prefer to invite only people you know. Set your event to "public" to allow other Marianne supporters in your area to find and join your event, and grow your community.

### WHO TO INVITE

Invite your friends, family, co-workers, or acquaintances who have shared values, things in common with you, or belong to overlapping groups and communities.

### WAYS TO INVITE

Personal invitations receive the best response - inviting your guests in person or by phone is the most personal. Individual email, text & social media messages are the next best option. Mass email, or sharing in social media groups are more effective if followed up with a personal connection.

### WRITING YOUR INVITATION

Word your invitation in an inspiring and meaningful way, sharing a piece of your personal experience or a quote or short video that inspires you. If you need help, we've provided a sample invitation in the resources section which you can alter to make your own.

## RSVP

One week before your event, send a reminder email with event details and donation link. Ask for confirmations. If people cannot attend, you can encourage them to donate to Marianne online by sharing your ActBlue link.

# DAY OF YOUR EVENT

## SETTING UP YOUR EVENT SPACE

- Ensure you have enough room and plenty of seating for everyone attending
- At least 30 minutes prior to your event, post signs outside for guests to find your event.
- Put out refreshments. Water, drinks and snacks are a generous gesture for your guests.
- Set out Sign-In Sheets and pens. Please use the Sign-In sheet provided in the resources section at the end of this guide. Please encourage guests to complete all fields.
- Have a computer or tablet with internet access available for live-streamed events and for guests' donations. Make sure your internet is up and running and you're logged in.
- Give yourself enough time so you don't feel rushed. Take the last few minutes to slow down, & take a few deep breaths so you can be present with your guests.

## DURING YOUR EVENT

- Welcome guests by having them sign-in using sheet provided in Resources section below.
- Orient people to your space, letting them know where bathrooms are located, pointing out refreshments, and anything else that they may need to feel comfortable.
- Introduction - formally welcome everyone.
  - Open with a personal story: what led you to support Marianne's campaign, share your vision & excitement for what's possible, including your guests in this vision.
  - Share your gratitude towards your guests for making the decision to attend.
  - See resources for some suggested scripts if you need help with your introduction.
- Feature Activity
  - This will either be a scheduled live-stream or the activity you have planned for your event. For a list of ideas for activities, check out the resource section.
  - Right after the featured activity is the best moment to ask for donations, as this is the climax of the event, when emotions and excitement are highest. Share a brief reflection of the experience and ask directly for donations.
- Asking for Donations
  - The purpose of grassroots events is to increase potential votes for Marianne and funds for the campaign. Share why Marianne's campaign needs donations to grow and expand. Share your personal donation goal and why you chose that number.
  - It can be challenging to ask your guests to donate if you are not used to talking about money in this way. How we spend money is a representation of our values, so it makes sense that we would want to contribute to things that matter to us. Supporting the campaign financially is becoming an Engaged Citizen.
  - Let guests know how easy it is to donate by relaying that they can donate online, by check or cash (up to \$100).

- Suggest a few donation amounts based on your knowledge of your guests, including one you think might be a stretch goal. Let your guests know every size donation matters. Assume everyone coming will donate something.

# AFTER YOUR EVENT

## INSPIRE SOCIAL MEDIA SHARES

Post on your own accounts and ask others to do the same! Share pictures, videos, or stories about their experience at your event. Ask them to share how they feel as an Engaged Citizen, coming together to support Marianne for President.

Share the hashtags #marianne2020 and #grassrootsformarianne. (Printing them ahead of time to display on a sign at your event is a great idea.)

## FOLLOW UP

Immediately mail in any donations made by check or cash to 1787 Tribute Rd, Suite K, Sacramento, CA 95815, with expedited shipping, as these types of funds must be deposited within 10 days. Please see the “Donation Intake” section for more information.

Please scan and email the sign-in sheets to [data@marianne2020.com](mailto:data@marianne2020.com). Downloading a free scanning app like Scannable or CamScanner makes this step easier and ensures they are legible.

## THANK YOUS

Within a few days, send a thank you note to your guests. Include a last call for donations.

# RESOURCES



*Darkness cannot drive out darkness; only light  
can do that. Hate cannot drive out hate; only  
love can do that.*



*~ Martin Luther King*

**MARIANNE 2020**  
Join the Evolution

EVENT \_\_\_\_\_  
DATE \_\_\_\_\_

[illegible]

# SAMPLE SCHEDULES

## LIVE STREAM EVENT 6–8 PM

<b>5:00 PM</b>	Prepare for event, set up space, put out signs, check internet connection
<b>6:00 PM</b>	Welcome guests
<b>6:15PM</b>	Everyone is seated, introduction sharing your personal story/vision
<b>6:30–7:30 PM</b>	Live-stream event
<b>7:30 pm</b>	Short reflection on live stream and ask for donations.
<b>7:45 PM</b>	Answer questions, discuss experience, share excitement & make connections
<b>8 PM</b>	Wrap up discussions
<b>8:15 PM</b>	Clean up

## ENGAGED CITIZEN CONVERSATION OR ACTIVITY 3– 5 PM

<b>2:00 PM</b>	Prepare for event, set up space, put out signs, check internet connection
<b>3:00 PM</b>	Welcome guests
<b>3:15PM</b>	Everyone is seated, introduction sharing your personal story/vision
<b>3:30–4:30 PM</b>	Planned activity (reading, video, class, performance, community meal, etc)
<b>4:30pm</b>	Short reflection on activity and ask for donations.
<b>4:45 PM</b>	Answer questions, discuss experience, share excitement & make connections
<b>5 PM</b>	Wrap up discussions
<b>5:15 PM</b>	Clean up



# IDEAS FOR FUNDRAISING ACTIVITIES

- Teach a class with donations going to Mariane: yoga, dance, meditation, tai chi, aikido, fitness, spin, pilates, cooking, gardening lessons, art lessons...
- Offer a session with donations going to Marianne: holistic wellness sessions, energy work, sound baths, acupuncture...
- Offer your unique art/skill/talent for a donation: performances, paintings, photographs, prints, crafts, baked goods...
- Car wash fundraisers
- Host evening neighborhood chats to discuss the candidates. Tea, coffee, wine - and real conversations...Alternate between houses or host them all!
- Gather at bars, cafes, other local hangouts to talk about the direction our country is going and what we can do about it.
- Partner with a wellness studio and creating a curriculum for a weekly or monthly “conscious citizen” class.
- Organize watch parties for televised or streaming events which involve Marianne.
- Organize your own watch party of self-selected “best of” recorded events involving Marianne.
- Host a dinner party, backyard bbq or cookout with a set contribution to count as a donation.
- Craft nights, with a set contribution to count as a donation.
- Book club - organize a group to read Marianne’s A Politic of Love. Ask everyone to donate \$25 to join the book club.

# ACTIONS TO TAKE IN YOUR COMMUNITY

- Talk to progressive churches.
- Talk to metaphysical bookstores.
- Talk to yoga teachers.
- Wear your MW tees and buttons. Engage when people ask.
- Mention Marianne's policy statements when someone complains about \_\_\_\_\_.
- Call your local radio and ask to be interviewed when they talk about elections.
- Read and listen to sources you haven't before. Become informed. Formulate your own thoughts and opinions so you can answer when someone says "Yes, but..."
- When you hear others discussing another candidate, the current president, or an issue people care about (healthcare, gun safety and the 2nd amendment, our public school system, big pharma...), add Marianne to the discussion.
- Door to door canvassing.
- Share Marianne's original 40+ minute announcement for running for president.
- Tell everyone something great is happening for the 2020 election.
- Spend 5 minutes of personal meditation/prayer time per day asking for guidance on what you can do for the campaign.
- Ask a local Democratic club about presenting Marianne's material.
- Do a community cleanup in a visible area or volunteer activity that supports your community, with MW signs/shirts.
- Put up yard and street signs everywhere you can.
- Show your support by posting and sharing on social media. Join our Buzz Team: <https://www.marianne2020.com/volunteer>
- Having a presence at Pride events, festivals, Veterans events, MLK events, and any other community events or festivities
- Post flyers and postcards at bookstores, coffee shops, co-ops, and other community message boards
- Speak at campuses.
- Write an opinion piece and submit to your local papers.
- Meet and Greets at the local level: request to participate in local/statewide democratic candidate functions, parties in the park, local radio talk shows (Spanish & English)
- Reach out to churches, family, friends, neighbors, via social media and traditional media (phones, letters, postcards!, text!).
- Sign Waving - set up corner street group rallies/sign holders in multiple places on the same day.

# EVENT INVITATION PROMPTS

Choose a phrase or two to get you started, then make it your own. The most important part is that it includes your voice.

## **SALUTATION**

Dear (friend/family/supporter),

## **EXPLAIN PURPOSE OF YOUR EVENT (CHOOSE ONLY ONE OR TWO)**

- I'm gathering fellow concerned citizens to discuss how we can put our hearts, our minds and our resources together to have an impact on the most pressing concerns of our communities.
- The process has started to find our next President of the United States and I would love to create a community to discuss the issues we are facing as we make the important decision of who we will choose to lead us.
- It is our voices and actions that will shape the future of our country, and our world. Will you join me in sharing our ideas and visions for the world we want to start creating?
- I have never been involved in politics before, and I had no idea it could be so inspiring. For the first time, I have found a political candidate who shares my vision for the world I want to be a part of, the world I know is possible.
- Our voices and our votes matter, more now than ever.
- It is time to "harness love as a political power", as Marianne Williamson says.
- It is our generation's time to stand up and shape what democracy means to us.
- We need to join together and unite in actions of love to confront the forces that threaten our democracy.
- I have been inspired by these words, by Marianne Williamson: "In 1776, this country was founded to repudiate aristocracy, and we need to repudiate it again. The American Revolution is an on-going process. If you stop taking care of your marriage, you'll lose your marriage. If you stop taking care of your health, you'll lose your health. If you stop taking care of your business, you'll lose your business. And if you stop taking care of your democracy, you'll lose your democracy. It's late. It's the eleventh hour. But it's not midnight yet."
- The things we give our attention to, grow. Let's choose wisely how we will use one of the most valuable resources we have: our attention. Whether that's in the form of the ideas we have, the actions we want to take, the wealth of resources we have to share... let's come together and make powerful decisions about how we will use our attention to support Marianne Williamson and the values she represents in this upcoming election.

## **THE ASK**

Please join me/us for a livestream event/debate party/fundraiser/conversation, etc. (Give specifics on what will happen at your event. See Ideas for Fundraising above if you are looking for suggestions).

## **SHARE EVENT DETAILS**

- Date
- Time
- Location

## **ASK GUESTS TO RSVP**

- Please let me know if you can join us on (date)
- RSVP by (date 1 week before your event)

## **CLOSING**

- Marianne Williamson said, "We should bring our hearts and minds and deepest dedication to something bigger than ourselves." Please join me in doing just that.
- Join with me in standing with Marianne
- Parker Palmer said, "History has always been made by individuals doing their small parts in ways that have the potential to add up to something big." Let's start playing our small parts.
- Let me know if you can make it
- Hopeful for the future
- Martin Luther King said, "Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that." Please join us in coming together in love.

## **SIGN OFF**

- Motivated to do our part in humanity's history,
- In love,
- In service to the progression of our country's moral consciousness,
- In gratitude,

# TIPS & PROMPTS FOR PRESENTING

## PLAN AHEAD

Spend a little time thinking about what you'd like to share.

## WRITE IT DOWN

If you feel less comfortable speaking in front of a group, write down what you'd like and read it. Put a notepad or clipboard under your notes to keep them flat and readable.

## SHARE YOUR UNIQUE PERSPECTIVE

What do you think helps others see what you see in Marianne Williamson for President? Share the concerns you have for your community. Share the values that you have in common with Marianne.

## GET CENTERED

Take a slow breath before starting and remember to take your time.

## CONVERSATION STARTERS

"This campaign makes me imagine a country/world where..."

"Marianne's candidacy excites me for the future of this country to be..."

"Together, we can contribute to changing how US politics is run..."

"With your support, we can help shift political dialogue into something more meaningful..."

"Our contributions will help spread the message that we need a moral and spiritual awakening in this country, and in our politics..."

"If you feel inspired today, please consider making a \$25, \$50, or \$100 donation, or however much you feel called. Even the smallest donation helps."

# LINKS

## GET INVOLVED

Website

<https://www.marianne2020.com/>

In person, Online & Volunteer Organized Events

<https://www.mobilize.us/marianne2020/>

Sign up to volunteer

<https://www.marianne2020.com/volunteer>

Mighty Networks Campaign Headquarters

<https://marianne-for-america.mn.co/>

Marianne Williamson Facebook Citizen Campaign Headquarters

<https://www.facebook.com/groups/2258957541026398/>

Marianne Williamson Official Facebook Page

<https://www.facebook.com/williamsonmarianne/>

## LEGAL

Who Can Donate

<https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/who-can-and-cant-contribute/>

Contribution Limits

<https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/contribution-limits/>

Types of Contributions

<https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/types-contributions/>

Report of Independent Expenditures Made and Contributions Received (In Kind Donations)

<https://webforms.fec.gov/wfja/form5>